

FOURTH ANNUAL EDITION

HOMEMASTER

...A BOOK OF HOME PLANNING



50c

65c in
Canada
A. N. C.

A special group of
nationally popular **HOME DESIGNS**—
Selected to cover a wide range of Size,
Styling and Price (Blueprints available)

Also a number of helpful articles on how
to get the most for your building dollars

HERE'S THE HELP YOU NEED NOW ON YOUR NEW HOME

RUDOLPH A. MATERN



"WHATEVER YOUR particular interest in home ownership is at this moment, this book can give you direct and valuable help," suggests Architect Matern.

Right here in your hands, between the two covers of "HOMEMASTER"—a book of home planning—is the greatest home show of the year. No one person could possibly hope to see the best homes built in this country this year—but here they are—homes of every size, price, shape, style and type, carefully selected for you, with interior and exterior photographs and sketches, and "visual-aid" floor plans to help make the printed page as close as possible to an actual trip through these homes.

What's more, you can tour the homes as often as you like, and study and compare them and their plans in a way you never could a group of model homes. In fact, really careful study of these plans will reward you with a liberal education in the basic elements of good home planning today, information that would be nearly impossible to obtain in any other way.

Livability and Economy in Designs

These are *good* houses—just how good they are as a group, and why, are things that will become partially clear as you study the individual home designs, but there are important qualities of excellence that cannot be shown by plans or pictures or even by visits to them as they have been built, unless you happen to be an architect or a professional builder. These important fine points will be gone into here, in this introduction to the home designs that follow.

Livability and construction economy are the two basic qualities demonstrated in every home shown here. These prerequisites are incorporated in the original design—where

they obviously have to start—but each plan is checked and rechecked on these two points before it is selected for publication.

Homes shown in these pages have been tested in actual construction, and have proved their popularity with the home-building and home-buying public.

The methods devised to do this pretesting are simple enough, to explain them clearly requires a brief introduction of the architect who is the "guiding genius" behind these plans and a bit of description of the way he operates.

Have Prize-Winning Quality

The majority of the homes presented here are the work of Rudolph A. Matern of New York, who is known as the "builders' architect," and can with equal justice be described as the "home owners' architect" as well. Mr. Matern is a registered architect, a member of the American Institute of Architects and a winner of 26 national awards for excellence in home design.

Housing the many, not the few, is Mr. Matern's primary interest. Rather than design individualized homes for the relatively few families who can afford such services, Mr. Matern has preferred to specialize in homes that have wide appeal and suitability for many families. He was one of the pioneers in the field of prefabricated homes, but currently his practice is limited to just two phases: designing for a selected, small group of development builders, and a stock plan service that brings good home design within the reach of prospective home owners all over the country.

These two phases of his work are not mutually exclusive; instead, they interact in a beneficial way that keeps Mr. Matern in close, continuous contact with the needs and

desires of the home-wanting public. As proof of that statement: more homes have been built from Mr. Matern's plans since World War II than have been built by any single private enterprise.

This is the way the total operation works to refine and test a new home plan: First a development builder erects a pilot model or a group of homes to the new plan. In a highly competitive area, the new home must represent extraordinary value in both price and design or it will not sell. Costs are carefully watched, all along the line, and by experts. After completion comes the irrefutable test of popularity: does it produce cash-on-the-line sales?

Plans Are All Carefully Checked

Then, if necessary, the plan is altered to eliminate weak features or add even more desirable ones, and necessary changes made to conform to nation-wide building practices, normal F.H.A. requirements and the like, and sets of stock plans are offered for sale to readers of national magazines and other plan books. A careful check on its popularity leads the way to further improvements and new designs—a continuous cycle that brings you the benefit of the double- and triple-checked homes that are offered here.

To round out the selection of designs and offer a wider choice of styles and types than one man's work can represent, Mr. Matern has chosen additional home designs which are the work of men with whom he collaborates closely. These plans have been as carefully checked and tested as Mr. Matern's own before including them in this book.

Livability is the common denominator of all these homes. This includes, over-all, designs for many different ways of

family life; attractive appearance; comfort and convenience; efficient work areas for today's servantless homes; provisions for outdoor living, and plenty of properly located storage space. These things are readily visible in the plans.

To provide greater flexibility for various family needs—and for changing patterns of family life over the years—almost every home includes one room designed and located to serve more than one purpose. Most frequently this is a small, "extra" bedroom with one of Mr. Matern's favorite devices, a folding bed concealed in a cabinet, to provide sleeping accommodations while leaving maximum possible area free for such uses as a den, sewing room, children's playroom, second living room or home office (photo below).

One of the more surprising early results of the continuing "popularity poll" which lies behind all these designs was the overwhelming preference for a vestibule or foyer at the front door. This provision is carefully included in most of these plans, with some sort of partition device providing the desired privacy in homes where space does not permit complete separation.

Designed to Include Wanted Features

Another most-wanted feature, shelter against the weather at front and rear entrances, has been incorporated in a wide variety of ways in most of the plans.

Kitchens have been accorded the thoughtful planning that is essential for a workable, livable house. The three most-used items—range, sink and refrigerator—are grouped within maximum efficient distances as worked out by home economists. Work and storage areas are always adequate, and frequently generous, in proportion to size of



house and family. And always space is set aside for serving snacks or informal meals, a "must" for most families.

Kitchens must be pleasant as well as efficient, in view of the hours the average housewife spends there—and the view is fine. There is always good window space to bring some of the rest of the world into the kitchen; some designs give the young mother a commanding, quarter-deck position to supervise children's play; one provides a "living kitchen" with room for the whole family; still others are open in plan, to make the kitchen really a part of the house.

Kitchens Given Special Attention

And these days, why shouldn't the kitchen come out in the open? Cabinets and appliances are as attractive as useful; dishes go right into the dishwasher instead of being piled in the sink; disposers get rid of food waste before it becomes garbage; home freezers and freezer compartments in new refrigerators save food storage space as well as time in preparation and shopping. Built-in ovens and counter-top range units add new beauty, convenience and flexibility in kitchen planning. All these factors are considered in kitchens shown in this book.

A term you will run across frequently in the plan descriptions inside is "circulation." In the sense used here, it refers to the ease—or lack of it—of getting to any part of the house from any other. Most important traffic ways are from front entrance to living room and bedrooms; kitchen to dining room, and front and rear entrances. Where traffic does go through a room, it is better routed through one corner or along one wall than clear through the room. Good circulation is the usual rule of all plans shown here, with a central hall the preferred method of obtaining it.

From the standpoint of both livability and economical use of space, a basement is an important feature of every home shown. Full basements are desired by most families and heartily endorsed by the architects, who have introduced any number of special treatments and devices to make them more beautiful and more useful.

The careful designing and construction-testing that produces these homes makes sure of every sound way of cutting construction costs. Stock lengths and sizes of materials are utilized; plans avoid the odd extra inch here and there that call for needlessly larger items or expensive

special orders. Stock millwork items are used throughout. Plumbing and wiring costs are reduced by well-planned location of equipment.

There is one very desirable design quality all HOME-MASTER home plans have in common—no matter what its actual size, every house looks larger than it actually is. This is accomplished by excellent design techniques, judicious selection of exterior finish materials, and intelligent location of breezeways, garages and fenced-in patios.

With this introduction to the high standards of home planning set by Homemaster, you will be in much better position to appreciate and evaluate the comprehensive selection of home designs that follows. As an additional help, there are brief but pithy articles that summarize the problems, advantages and disadvantages of home building and home ownership. There is information on selecting the most suitable color styling for your new home, the easiest and most practical methods of financing, and intelligent procedure for selecting your builder and then working with him to your best advantage.

Whether you yourself ultimately build or buy a home or decide you must keep on dreaming a while longer, the material in this book will help you arrive at a wise decision on your own course.

How to Get Plans for These Houses

If you find in here the one right and perfect home for your family—as you're very apt to do—complete plans and further helpful services are available to you. These are described on the inside back cover.

To display these homes to you at their charming best, attractively and yet accurately, Homemaster has employed the services of the finest architectural delineators and architectural photographers. Believing that a good artist should not be without honor, we wish to extend thanks and acknowledgments to: Charles J. Spiess, Qvale and Associates, Edward H. Olmstead, George L. Scheffler, Richard Averill Smith, Adolph Studley, Stephen Fay, William W. Thomas and Raymond F. Fellman.

Those of you with a long-continued interest in home building and a good memory for the touches that express a publication's personality will doubtless recognize "HOME-MASTER" as the successor to "Town and Country Homes," which was published annually in each of the last three years. We hope you will like it as well under its new title.

ABBREVIATIONS USED ON PLANS—

A. W.	Automatic Clothes Washer	D. W.	Dishwasher	L.	Lavatory (2 fixture bath room)
B.	Bath Room	Dr.	Clothes Dryer	Lav.	
Bath		F. P.	Fireplace	L. R.	Living Room
Bkfst.		Fire Pl.		Laund.	Laundry Room or Area
Break.	Breakfast Space or Area	F.	Foyer	P.	Porch
B. S.		Fut.	Future 2nd Floor or Room (may be finished in the future)	Rec. Rm.	Recreation Room
B. R.	Bedroom	Fzr.	Food Freezer	R.	Refrigerator
C.		G.	Garage	Ref.	
Cl.	Closet	Gar.		Rng.	Electric Cooking Range
Clos.		H.	Hall	Range	
Ch.		H. P.	Hot Plate (for counter top cooking when oven is separate unit)	S.	Sink
C. C.	China Cabinet (built-in)	Iron.	Clothes Ironer	Shr.	Shower (Stall)
China		Kit.	Kitchen	T.	Terrace
Cab.	Cabinet	Kitch.		Terr.	
Dn.		L.	Linen Closet	Unex.	Unexcavated Area (no cellar)
Dwn.	Down (stairs)	Lin.		V.	Vestibule
D.		L. C.		Vest.	
D. R.	Dining Room			Van.	Vanity (make-up table)
D. A.	Dining Alcove				



Home Plan Aids Mother to Keep Eye on Children

PLAN NO.

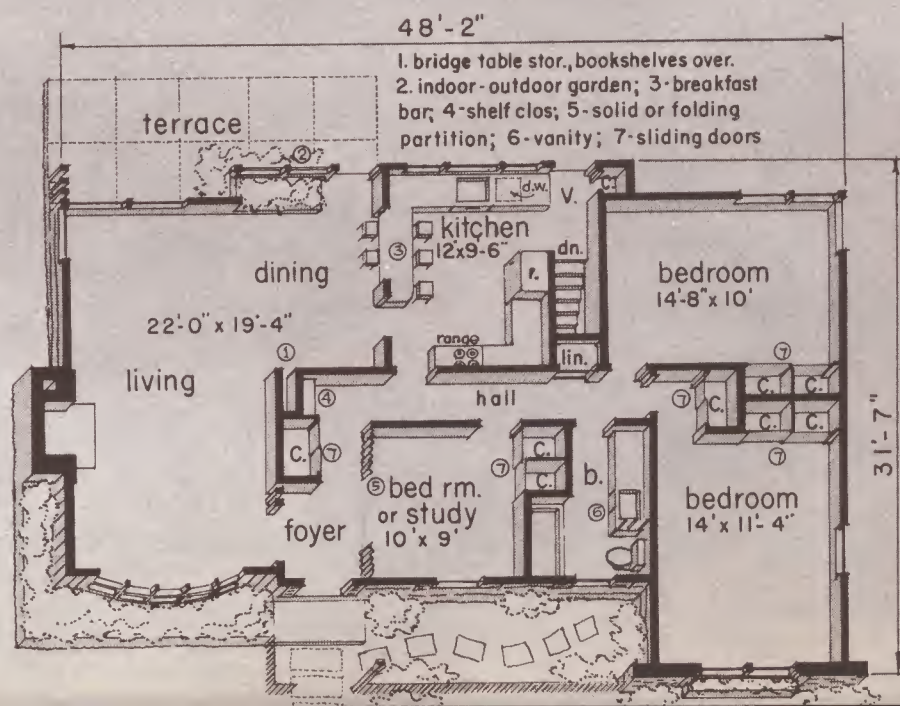
HM-161

SIZE: Sq. Ft.
1263 Total

SIZE: Cu. Ft.
25,260 Total

ARCHITECT'S NOTE: "Designed with a wealth of windows across the rear with the idea of permitting mother to keep an eye on the children at play in backyard. Living room, dining room, kitchen and large bedroom overlook this landscaped area for the feeling of outdoor living."

TASTEFUL CONTEMPORARY styling of exterior serves as an excellent cover for a multitude of interior features. Playing up the present-day theme of living, is its delightful indoor-outdoor garden from dining room to terrace, and the easy serving from kitchen to outside dining area. A rear vestibule for service entry, and for general kitchen, garden and basement traffic, denotes perfect planning for keeping out the dirt. The cheerful well-lighted kitchen with serving and breakfast bar, is arranged in a step-saving fashion with plenty of working space.



Rustic—but Modern in Livability

ARCHITECT'S NOTE: "Cozy cottage designed to capture all the quaint country style that is so pleasant to many, while offering modern luxury of two baths and a dressing room. Square plan economical to build; a place for everything—books, china, etc." RUSTIC EXTERIOR enhanced by cedar shakes and two charming window-seat bays, supplies the flavor of bygone colonial days. An impressive foyer, providing powder shelf and guest closet, carries the formality of yesteryear within, and the living room and dining room traditionally lead off to left and

right. Modern efficiency kitchen, which completes the picture across the front, belies its rustic charm. Three master-sized bedrooms with two or three closets apiece, are served by a convenient center hall at the rear of the foyer, offering unusual privacy for such a compact one-floor layout. A side porch adjoining living room and bedroom is ready for restful summer evenings. Noteworthy is the two-way bath mom can use from the kitchen, or as a way to her bedroom. Kiddies can use it without tracking grime from outside or from the basement area.

PLAN NO.

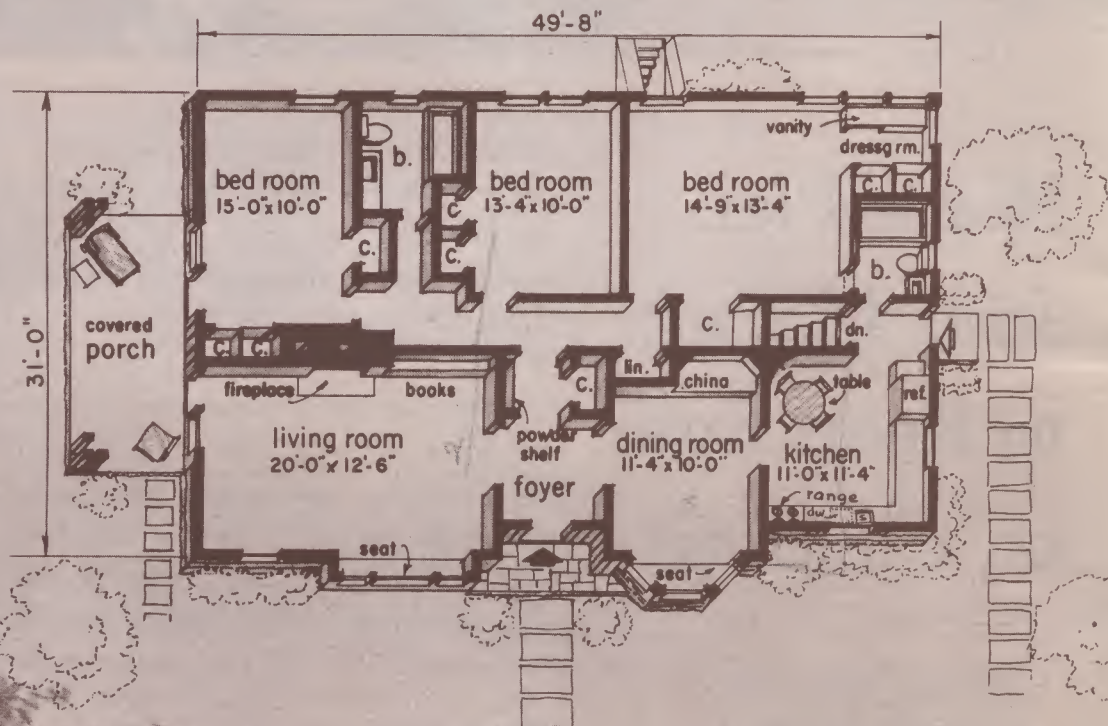
HM-359

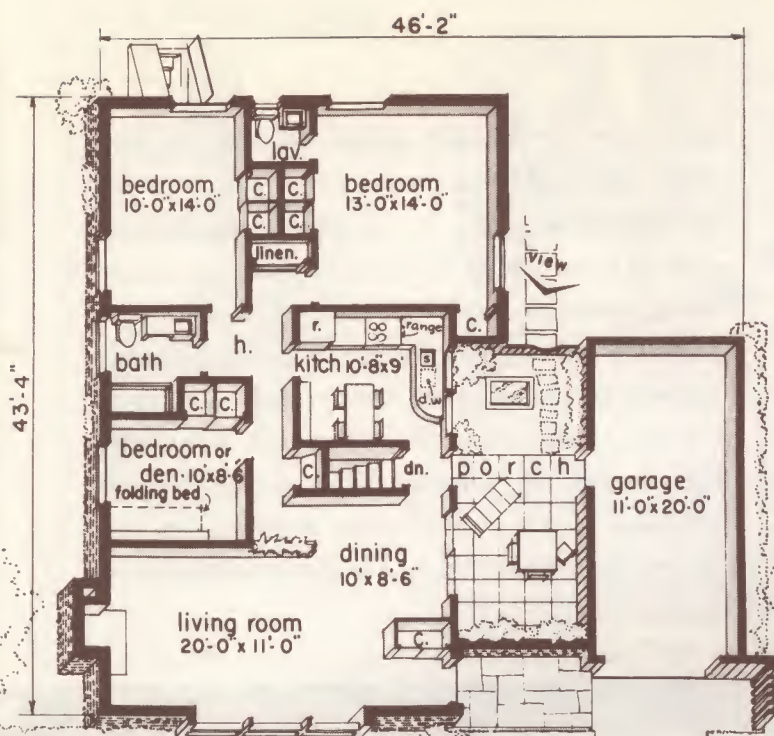
SIZE: Sq. Ft.

House 1518; Porch 151

SIZE: Cu. Ft.

House 29,127, excl. Porch





PLAN NO.

HM-416

SIZE: Sq. Ft.

House 1177

Porch 128; Garage 248

SIZE: Cu. Ft.

House 20,000, excl.
Garage and Porch

Here's Contemporary Living

ARCHITECT'S NOTE: "Aim—modern to the last word. Angle—small economical house with big front, achieved through garage placement with high connecting wall. Plan—to make good use of plot depth, and provide private patio-porch with garden, protected from prying eyes, yet connected to the living-dining area."

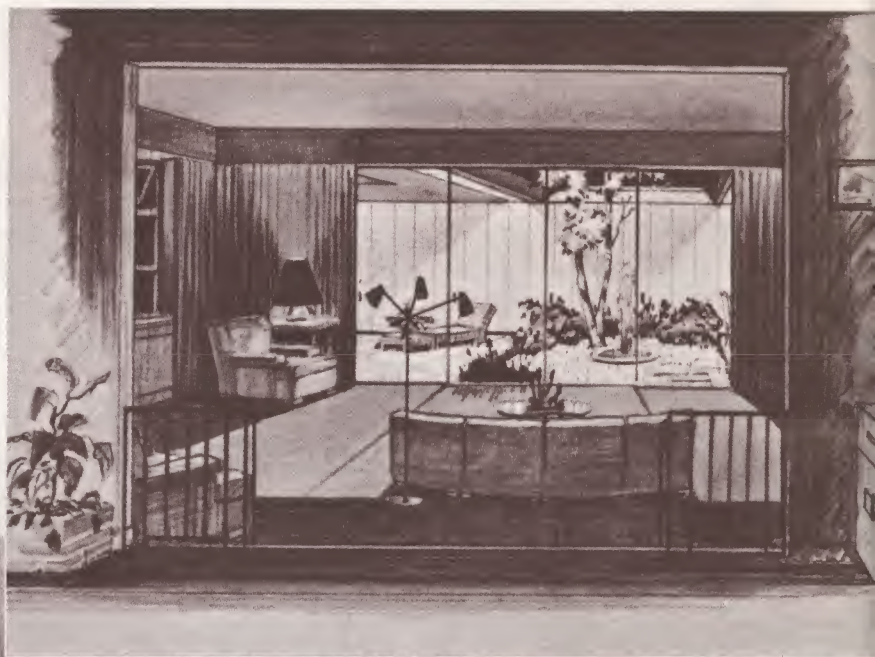
CLEVER ARRANGEMENT fashions inexpensive porch by just using roof and front wall, a natural for indoor-outdoor living. Aluminum-and-glass sliding door allows view of the patio from living and dining rooms, but separate entry gives easy access to kitchen for those pleasant outdoor snacks, or a sunny Sunday morning breakfast. The well-planned kitchen, master bedroom with its own lavatory, and third bedroom with folding bed, permitting use as den or sewing room, are added features. Easy access from garage to kitchen or basement is convenient for carrying in the groceries or other things in rainy weather.

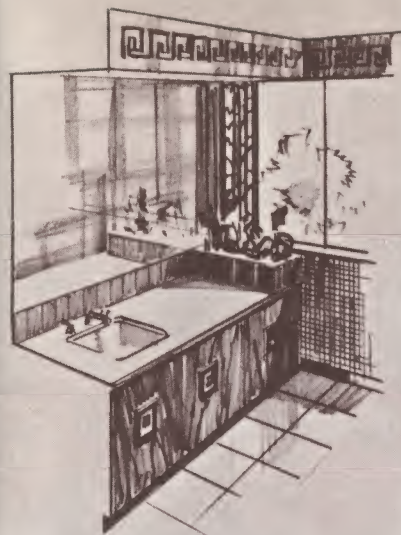
ARCHITECT'S NOTE: "Emphasizing the potential of modern-day better and easier living, this house was designed to have a place for everything. Incorporates every comfort and every luxury. Each room has its plus feature, but one of the major attractions is a special built-in music center for radio, tape recorder, records and player, with a speaker in every room to pipe music throughout the house."

UNBELIEVABLY COMPLETE plan has so many luxurious extras it would take a book to cover the

list. A few of the finer points are: dropped living room (sketched below) looking out onto a spacious open-top double porch, illuminated for pleasant evening entertaining in the warm summer months; master bedroom with its own porch for restful privacy or a bit of sun; kitchen pantry with freezer, washer, dryer and other modern conveniences for the lady of the house. Many unique built-ins highlight the efficient planning. Note the built-in folding bed-desk in the combination bedroom-den, and drawer space under the bed in the second bedroom.

Many Extras Add Value to This Design





MOST INEXPENSIVE space in the house, the basement, can be utilized as shown at right, to further provide for every conceivable activity. It has the convenience of its own outside entrance. Sketches above illustrate built-in features—bathroom vanity-lavatory, folding bed-desk in study, and music center. Three-dimensional plan layout below readily pictures the easy traffic movement in this house. Note how many steps are saved for mother in going from the kitchen to front door, rear door, and, in fact, every other part of this well-planned dwelling. Also, count the closets.

PLAN NO.

HM-357

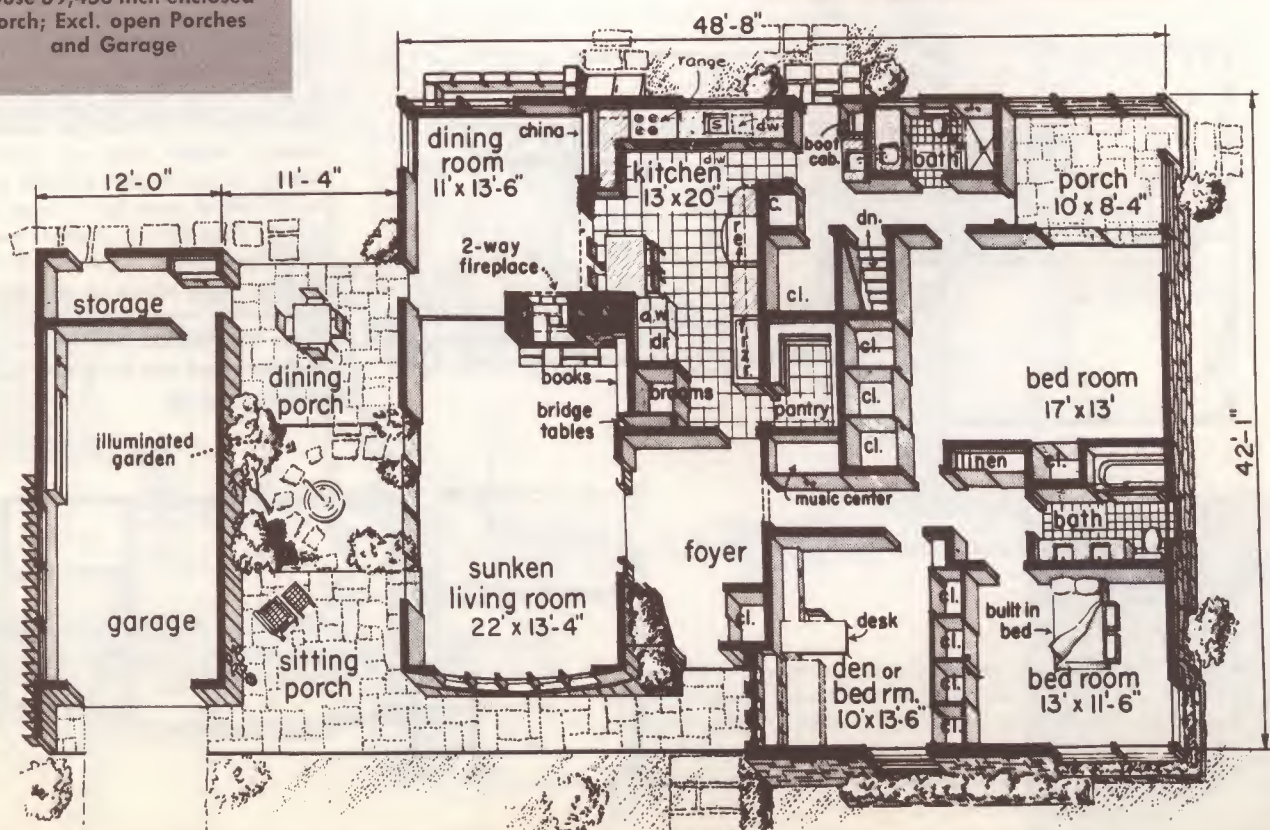
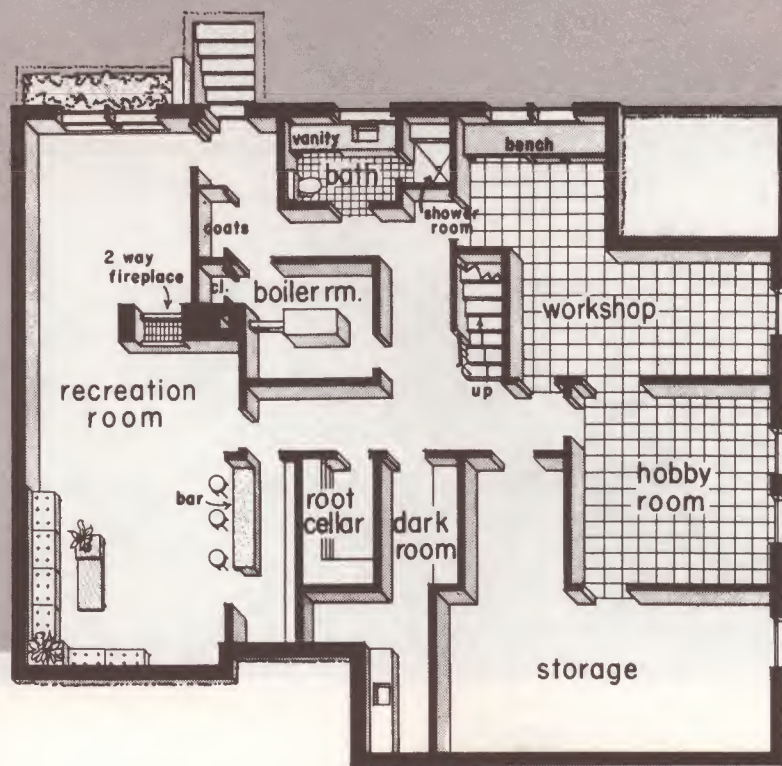
SIZE: Sq. Ft.

House 1823

Porches 390; Garage 306

SIZE: Cu. Ft.

House 39,453 incl. enclosed Porch; Excl. open Porches and Garage



ARCHITECT'S NOTE: "Newest in luxury living, a side-to-side split-level home. Designed basically to provide a big house and yet cut costs."

IMPRESSIVE story-and-a-half entry, pictured on the front cover, gives this home a gracious and dramatic appearance from the street. Contrasting areas of stone and vertical boards blend into an artful and harmonious exterior. Covered rear porch expands the entertainment facilities of both dining room and den. Indoor and outdoor barbecues provide hospitality-insurance against bad weather.



ATTRACTIVE PLANTER shown in sketch at left adds a bit of charm to the spacious central foyer which contains both guest closet and lavatory. Six steps lead up to four bedrooms served by two baths. Master bedroom has its own bath and is separated by sliding doors from the fourth bedroom which doubles as a secluded den for dad or as a supervised play area for the children. Delightful, wide-windowed kitchen concentrates food preparation in one compact L-shape, with generous additional work and storage space in another. Adjoining coffee room has a window-wall overlooking the rear terrace which provides still another area for pleasant outdoor meals and entertainment for family and guests on sunny days.



SKETCHED AT LEFT is the way an outstanding decorator would furnish this home. A low bench placed in front of the fireplace leaves this distinguished feature visible from all parts of the living room and adds flexible seating as well. Swivel base for TV and space for radio, phonograph, records and books is ranged along front wall of the den. Studio couch gives fourth bedroom a den-sitting room appearance. Below, three-dimensional plan shows layout of the basement and the grade level areas.

PLAN NO.

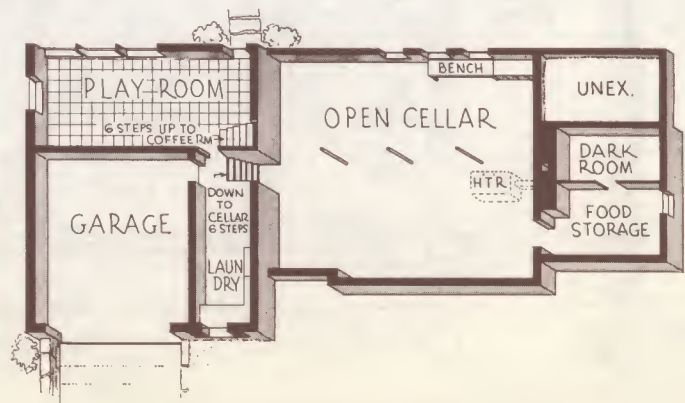
HM-346

SIZE: Sq. Ft.

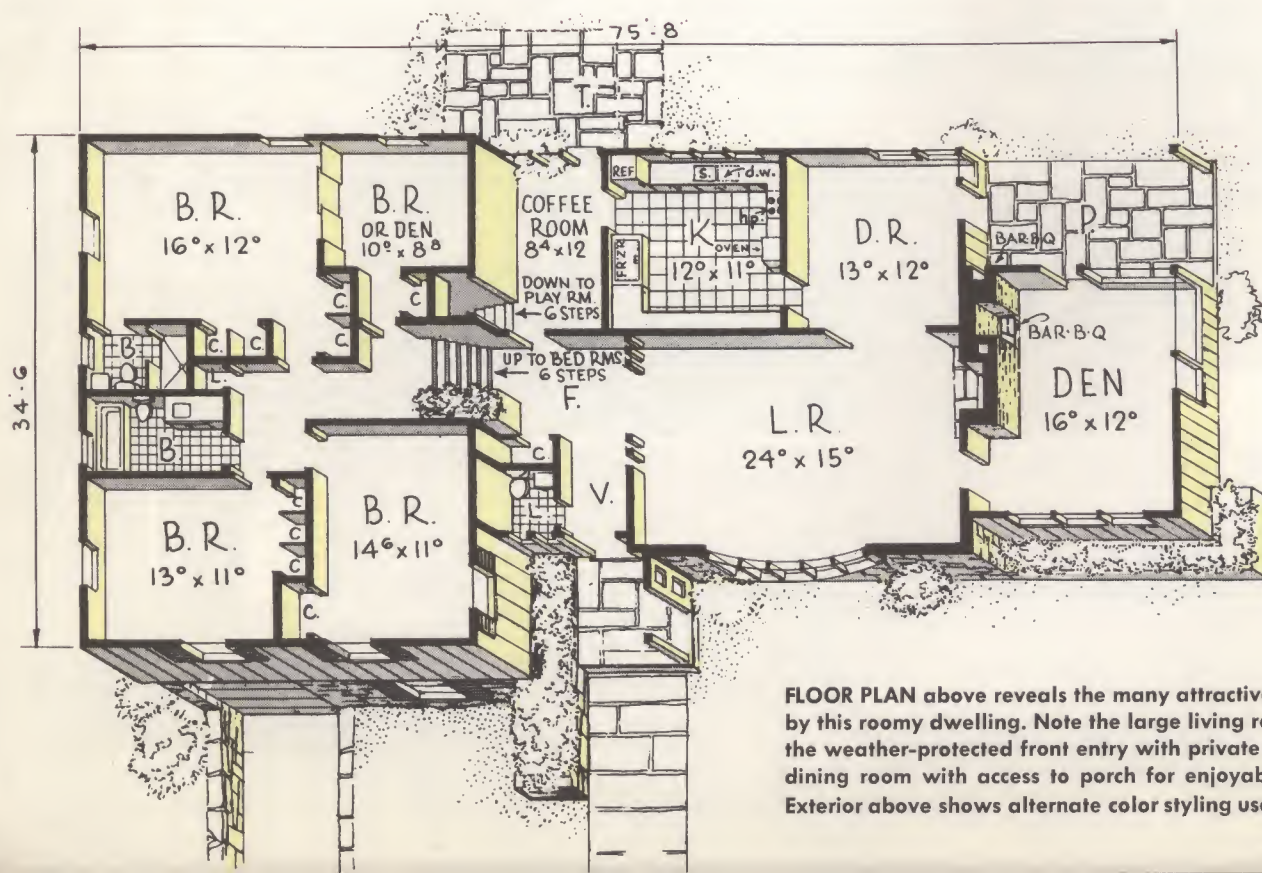
Living & Sleeping Level 2129
Porch 150

SIZE: Cu. Ft.

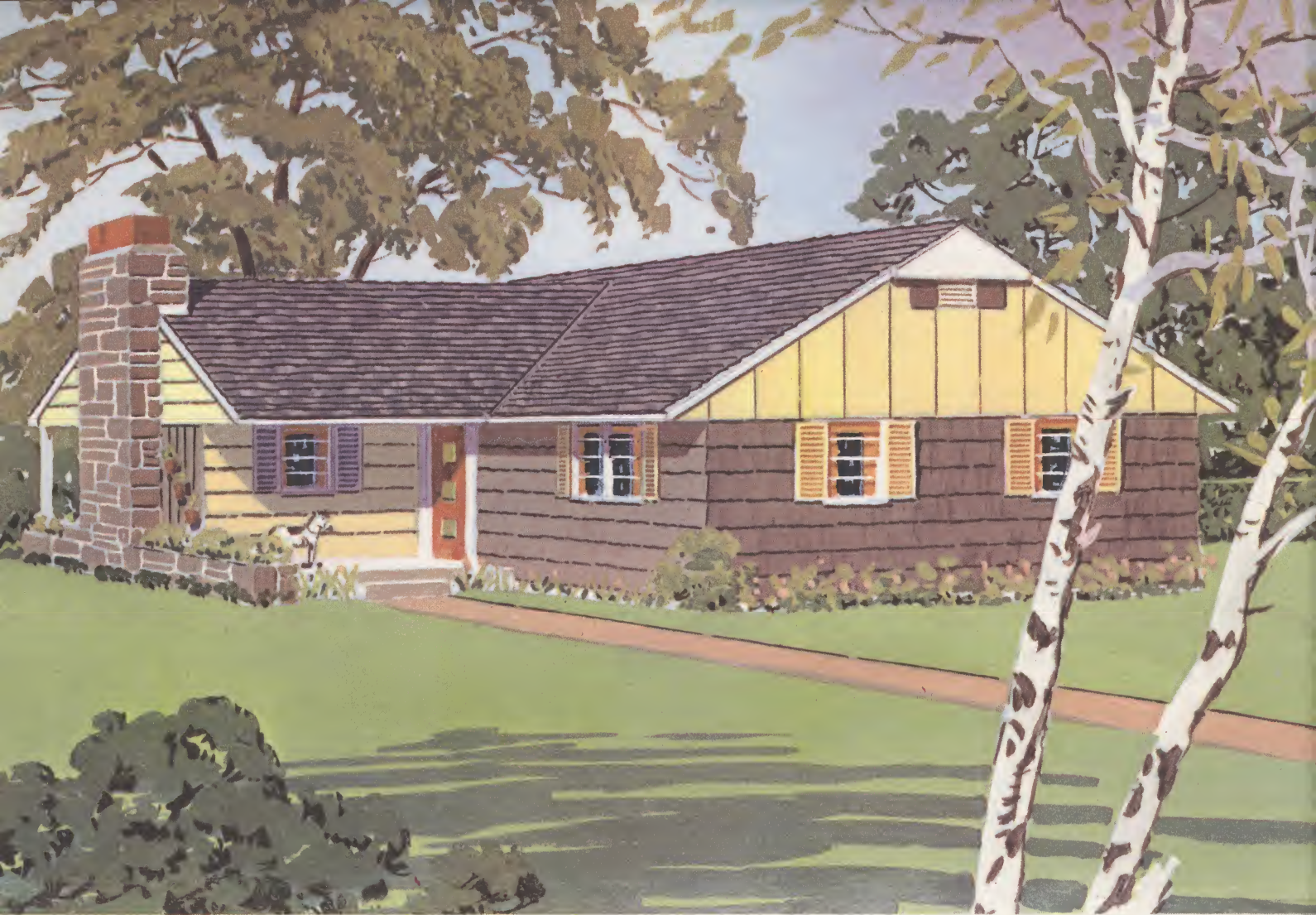
House 44,250 incl. Cellar,
Garage, Playroom, Living
and Sleeping Levels and
enclosed Porch



Four-Level, Front-Cover Home



FLOOR PLAN above reveals the many attractive features boasted by this roomy dwelling. Note the large living room bow window; the weather-protected front entry with private vestibule; and the dining room with access to porch for enjoyable outdoor meals. Exterior above shows alternate color styling used with grey stone.



SMALL HOUSE TOPS IN MAXIMUM COMFORT

ARCHITECT'S NOTE: "Plan to provide a small house with a large look, but complete in every detail for comfortable living. Versatile for plot orientation, living room can be arranged facing front to back, or turned so it is front-to-side."

SUPERBLY ARRANGED deluxe kitchen has broad expanse of ever-so-useful utility work space and easy access to service entry and basement. It features an adjoining corner-windowed breakfast nook for those enjoyable informal family meals. Covered porch with barbeque sweeps from dining room across the full side of the living room for indoor-outdoor living purposes. The reception hall privacy, and free circulation of traffic without going through one room to get to another, are high among the much wanted assets for gracious living covered in this plan.

PLAN NO.

HM-165

SIZE: Sq. Ft.
House 1096
Porch & Terrace 178

SIZE: Cu. Ft.
House 22,652 incl.
Rear Porch

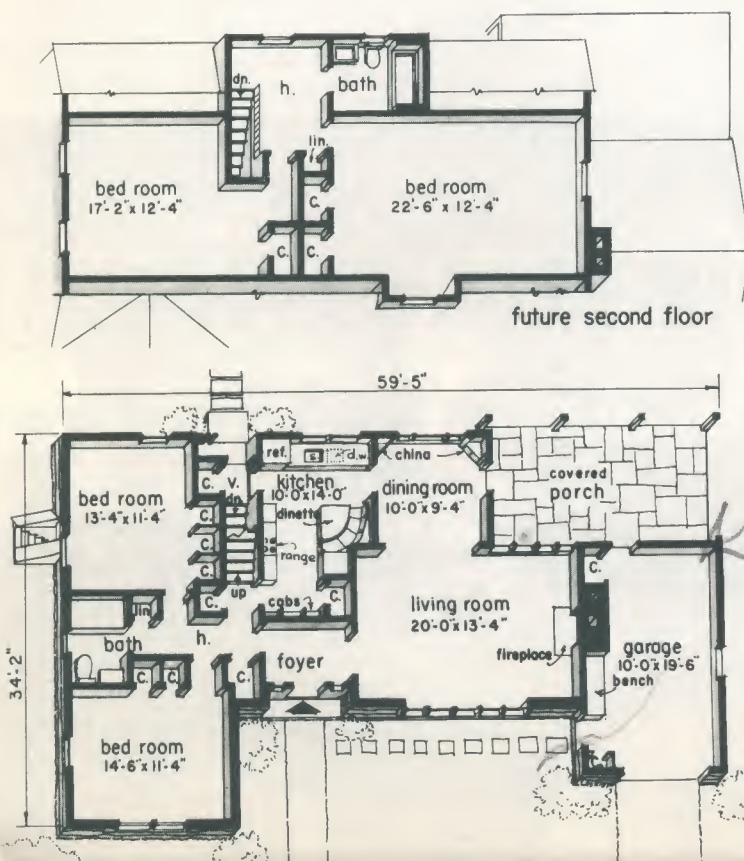
Layout

FEATURES: Total of nine closets; each room cross-ventilated; weather protected entry terrace; and massive stone fireplace extending into a long, low masonry planting strip to provide an attractive landscaping effect for the front of the house.

A HOME FASHIONED FOR THE YOUNG OR THE LARGE FAMILY

ARCHITECT'S NOTE: "House designed to serve the needs of the young and growing family by offering inexpensive and progressive expandability."

NO GROWING PAINS for the family that makes use of this plan, because the initial two-bedroom, one-bath quarters can be easily upped to three or four-bedroom, two-bath accommodations at relatively little cost. Features included: wide roof overhang in front for sun cover, at the same time affording weather protection for guest entry and garage access; an impressive foyer and handy central hallway.



PLAN NO.

HM-048

SIZE: Sq. Ft.
1st Floor only 1192
Porch 226; Garage 252

SIZE: Cu. Ft.
House 28,338 incl. Porch
and 2nd Floor area
Excl. Garage

idea

MORE THAN ample closets, super large porch off the living and dining rooms, and a cheerful fireplace to warm you on those chilly fall evenings, denote the thoughtful planning of this home. Also noteworthy is the clever idea of a delivery storage place in the rear.



GRACIOUS RANCH styling affords seven rooms for the large family's needs, and expansion potential to one and one-half stories for two additional spacious bedrooms and bath with over-sized closets and dressing alcoves, perfect for guests or secluded study. The impressive circular stairway off the center hall, back-to-back fireplaces in dining room and living room, and built-in book cases on each side of living room window, giving the effect of a bay window, all point up interior charm. Kitchen has convenient service porch directly accessible to garage, and a delightful breakfast nook with garden outlook. Covered front porches provide entries for guests and family, the latter giving protected access to garage in bad weather.

WOOD-PANELLED bedroom with corner windows at right, is effectively set off by pleasantly warm-styled modern furniture and wall-to-wall floor covering.



Country House with Four to Six Bedrooms

ARCHITECT'S NOTE: "With modern families placing increasing importance on multi-purpose areas, good planning suggests the provision of an extra room in a location suitably convenient to accommodate any desired utilization by the homeowner."

INGENIOUS LAYOUT allows multi-use room to be employed in any number of ways. For instance, as a bedroom, it is well located in relation to the bathroom and other bedrooms; as a summer dining room, it properly adjoins the kitchen; and as a second living area, it is admirable for expanded entertainment space. Or with the full window-wall, it would be ideal as a cheerful and airy play or hobby room.

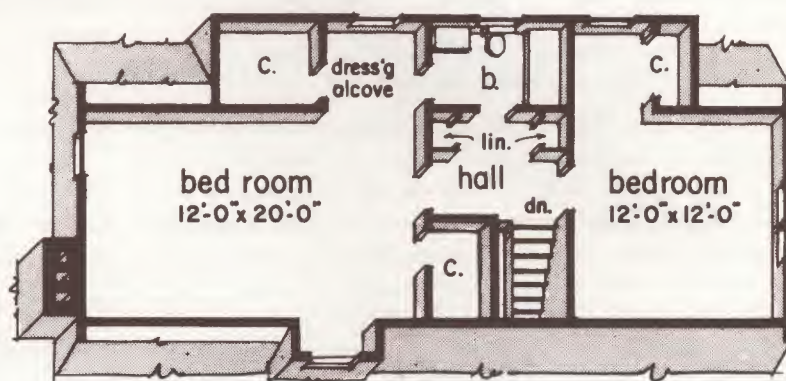
PLAN NO.

HM-024

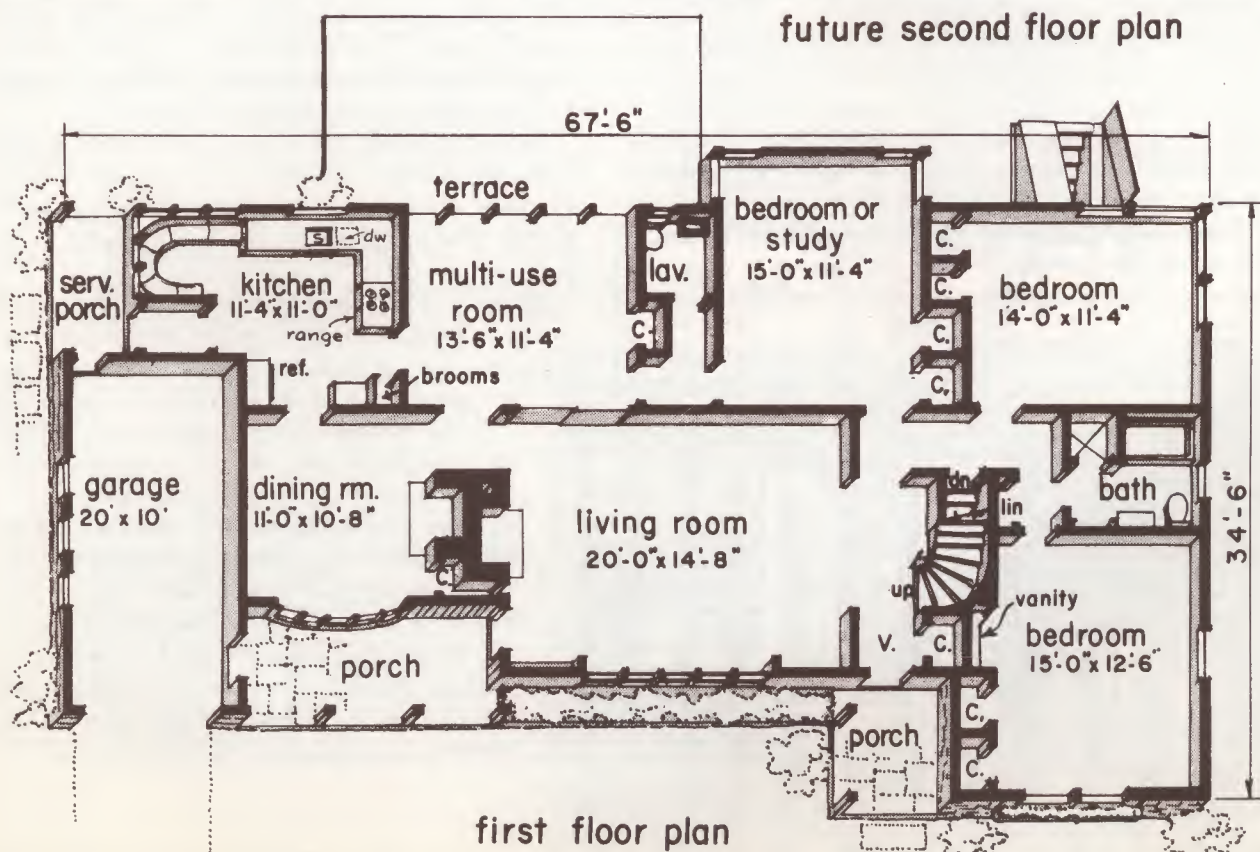
SIZE: Sq. Ft.
1st Floor only 1707
Garage 210

Service Porch and
Front Terrace 130

SIZE: Cu. Ft.
House 39,030 incl.
Front Terrace and Porches
and 2nd Floor area.
Excl. Garage



future second floor plan



first floor plan

SOUND FINANCING FOR YOUR NEW HOME IS EASIER TODAY

ABOUT THE only real financial problem faced by a family planning to build a house today is the basic decision on what price can safely be paid so that home ownership will be a pleasure rather than a burden. With a moderate amount of cash, a steady income and a respectable credit rating, you should have no trouble in borrowing the amount of money you need, and repayment has been made as easy as possible.

Home ownership is now on a sound economic basis for the average family.

Requirements governing mortgage loans have been changed from time to time ever since FHA was set up. Under the latest revision, the Housing Act of 1954, credit terms have been made easier, and the benefits of home ownership are opened to countless more families.

The newly liberalized terms for an FHA-insured mortgage call for a minimum down payment of 5 percent of the first \$9,000 of value, and 25 percent of any amount above \$9,000, up to \$20,000.

New Law Raises Top Loan Limit

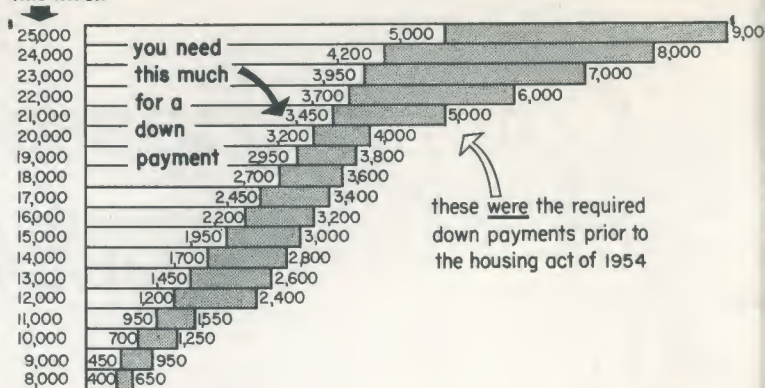
Raising the top limit of insurable value from \$16,000 to \$20,000 for a one-family house reflects more accurately the cost of new homes today. It also makes things easier for those building more expensive homes, for the difference between complete cost and maximum insurable value under FHA must be financed under more stringent terms.

For resale homes, a 10 percent down payment is required on the first \$9,000, and 25 percent on the excess, making it easier for those who now own a home to sell it and build a new home that better fits their needs.

Another important feature of the 1954 housing act is the section which permits FHA insurance coverage of the open-end mortgage. This type of mortgage permits the home owner to reborrow any part of the paid-off loan when future needs make it necessary to enlarge or make improvements.

Finally, the new provisions allow FHA insurance of loans covering periods up to 30 years. The majority of young couples will now be able to move into homes of their own in the very first years of marriage. The immediate benefits

if your house costs
this much



these were the required
down payments prior to
the housing act of 1954

to every young couple are obvious; the long-range results are going to be of great interest to future social historians.

To get back to the Housing Act of 1954, however, a comparison between the way it affects you and the effects of previous regulations will help make it clear.

To build a \$12,000 home, your down payment under the old 20 percent requirement was \$2,400; now you need only \$1,200 (see upper right chart). Naturally, with a smaller down payment the amount of the mortgage is higher, and interest charges will ultimately be higher. But it means that many families who would never have been able to accumulate the lump sum original payment required earlier can well manage the additional cost prorated over monthly payments. If this same mortgage is written for the longer term of 30 years instead of 25 years, the previous maximum, the lower down payment will add precisely \$1.86 to the \$57.22 monthly payment (shown in lower left chart).

In case you are not quite clear on how FHA operates and all this gives you the impression that Uncle Sam himself dips into his pocket to lend you the money to build a house, that is not the case, though the net results are similar.

Liberal Financing Should Increase Building

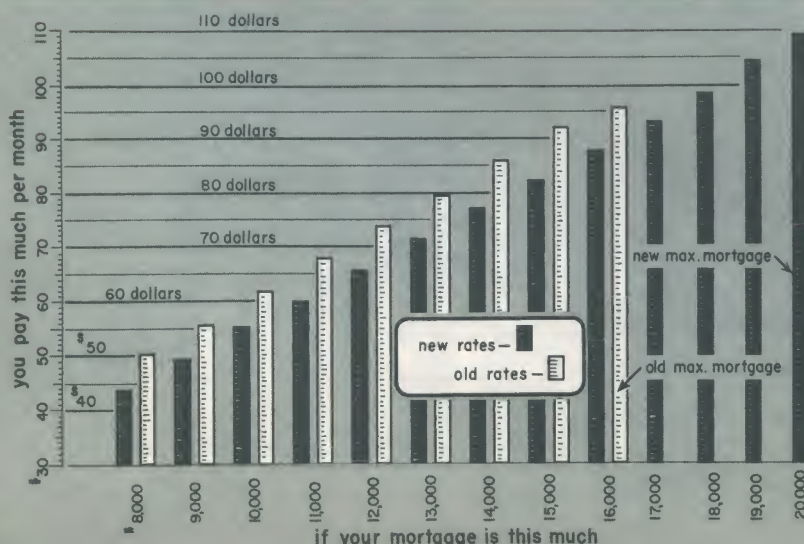
What actually happens is that your loan goes through the normal commercial channels—a bank, a savings and loan association, or an insurance company. The government merely insures the lending agency against loss on your loan, and one-half percent interest on the principal goes to the government to pay for this insurance.

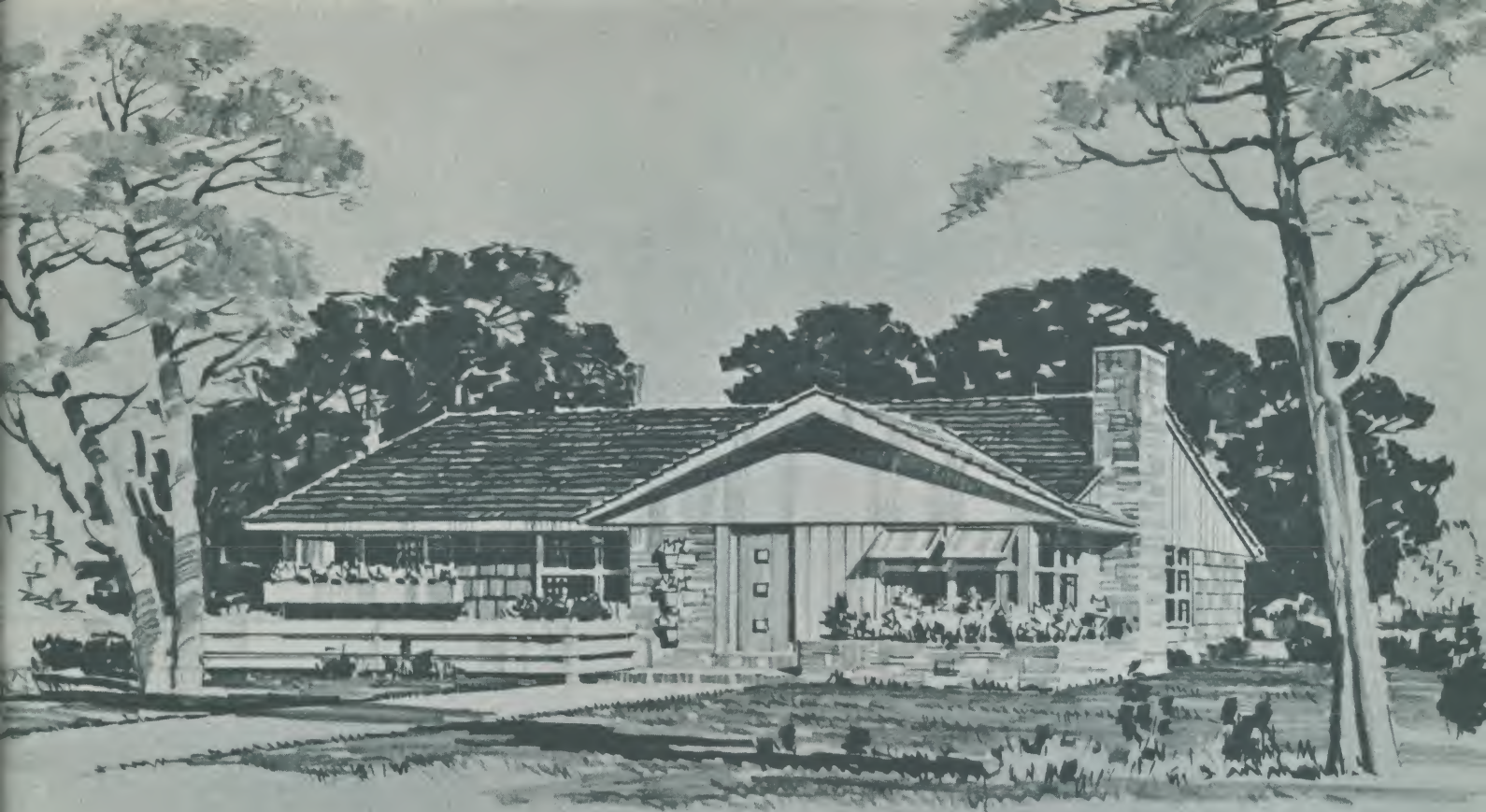
Home ownership has shown a tremendous gain of more than 30 percent in a little over a decade; now the new financing terms place in the hands of the country's mortgage lenders a new tool to further expand the number of home owners.

Attractive as the new terms are, there are limits to what any family can afford to pay for a house. An honest appraisal of your current income and your future prospects is necessary to arrive at the right figure.

The traditional formula says the total cost of house and land should not exceed two and a half times your annual income. These days, however, an equally acceptable rule is that monthly overhead for the home should not be more than one week's pay. Overhead should include interest and payments on the principal, taxes and insurance, heat and utilities, figured, of course, at one-twelfth of their annual cost.

If the price of the home you want fits easily into one of these formulas, you're in a sound economic position to go ahead.





ECONOMY HOME SERVES BUDGET-FAMILY NEEDS

ARCHITECT'S NOTE: "Economy was used as the keynote for this plan, without sacrificing all-important convenience. Yet the modern exterior appearance is that of a much larger and more expensive home."

EXCEEDINGLY PLEASANT exterior effect is achieved by the low-pitched roof and stone, shingle and vertical board treatment of front elevation. Low stone flower box sweeping across under the corner living room windows, tying into the fireplace chimney, adds to its charm. Although compactly designed, this budget-family house still offers the valuable asset of three good-sized bedrooms. Minimum hall space, key to economical planning, and low-cost, step-saving kitchen show how every inch

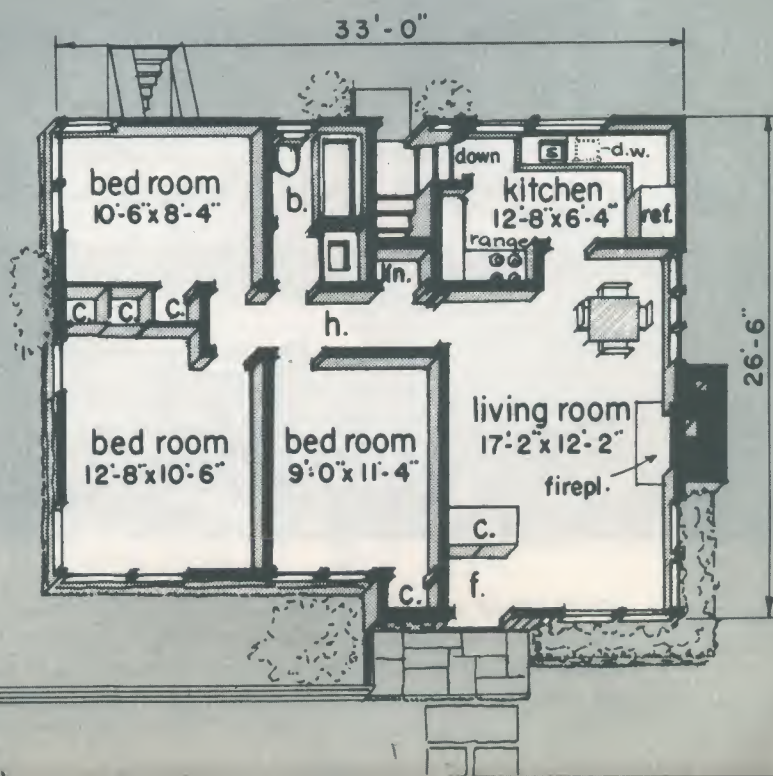
of livable area is put to excellent use. Note how the bath can serve two persons at one time. A handy rear service entrance leads to either the kitchen or the basement. Above all, don't miss the generous number and size of windows and their arrangement to give this home all the benefits of fresh air and sunshine and a view wherever possible.

PLAN NO.

HM-238

SIZE: Sq. Ft.
840 Total

SIZE: Cu. Ft.
15,960 Total



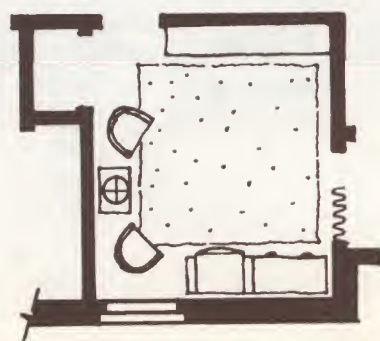
Brick Home Has Southern Charm

ARCHITECT'S NOTE: "A modern house designed to capture some of the charm of the deep South, distinguished by wrought iron grillwork accenting the long, impressive lines of the full brick exterior."

CONVENIENT center hall serves all areas of the house, completely eliminating the need for traffic to cross any room. Entry foyer serves the entertainment section, and cross hall provides complete privacy for the family. Storage space is unusually generous throughout—note the size of the guest closet off the foyer, the amount of storage allotted each bedroom, and space for towels and supplies in both bath and hall linen cabinet.

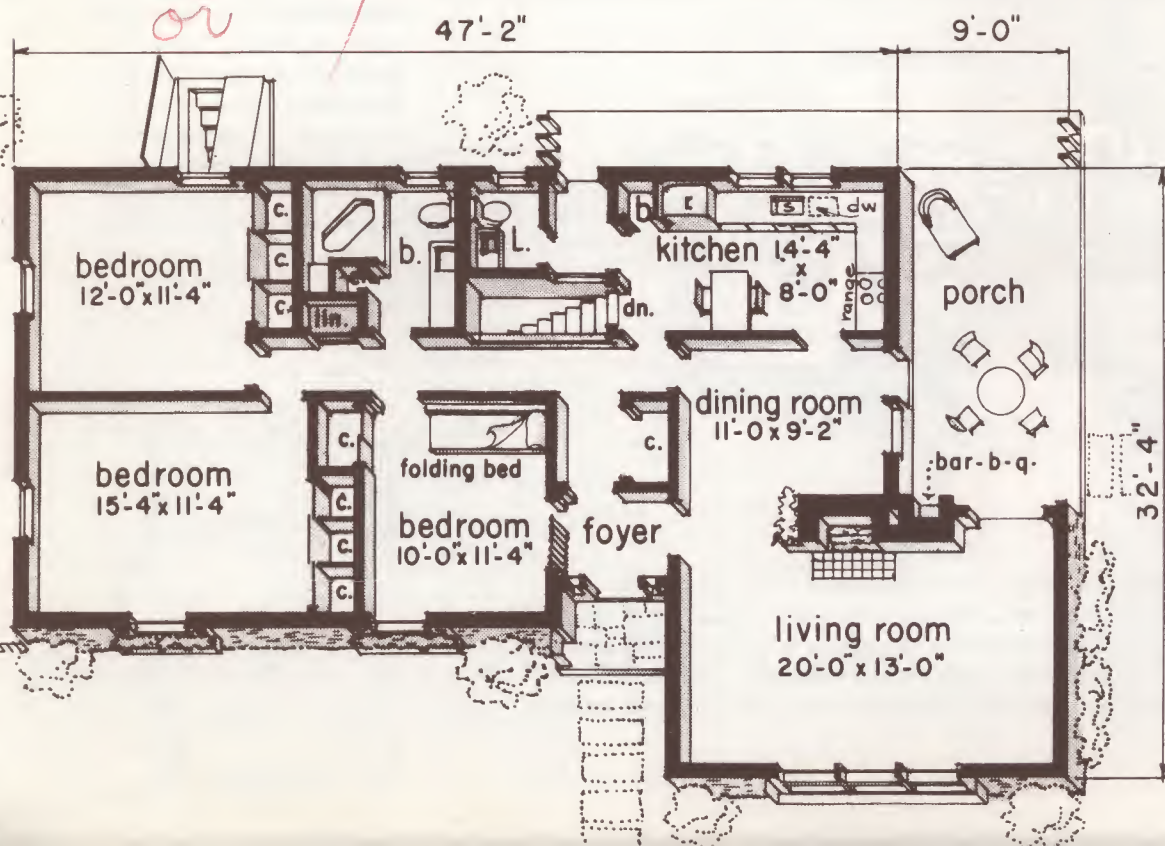
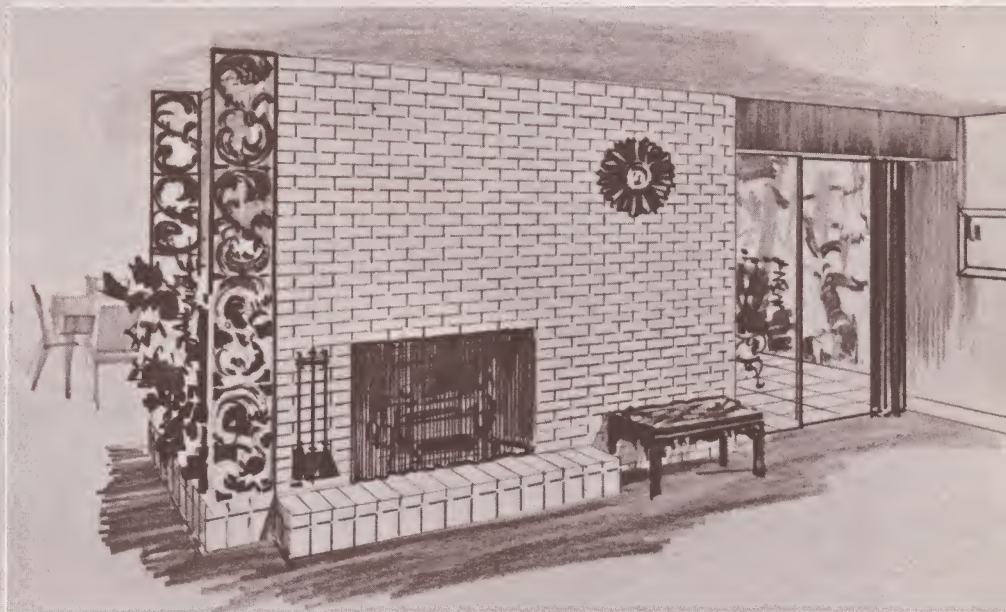


IDEAL SET-UP of third bedroom with folding bed allows it to be used for reading, study or television viewing, as shown in furniture layout at right. Folding door for access to foyer makes this room an excellent place for occasion business transactions at home.



EASY MODERN living is everywhere visible in this spacious, well-planned residence. The large kitchen is efficiently laid out to lighten the housewife's load. Note the expanse of counters and cabinets, the convenient lavatory, and the easy access through rear service vestibule to the outdoors and to the basement. There's room for the whole family to gather around the kitchen table, to chat while mom is working or enjoy an informal meal together. Sheltered porch with barbecue is easily accessible from living and dining rooms and kitchen, as well, making it a perfect spot to entertain guests with a few refreshing drinks and a midnight snack during long summer evenings. The living room is cheerfully lighted by broad windows at the front and enjoys a view of porch and garden through sliding glass doors at the rear. Both front and rear entries are sheltered against weather.

ATTRACTIVE brick fireplace wall shown in sketch at right provides a warm and cheerful touch as only a fireplace can. A bit of outdoor greenery is transplanted to the indoors by means of the low planter, and ornamental wrought iron frames it handsomely. Sliding glass doors to the right lead onto the covered porch, adding another fine touch of indoor-outdoor living.



PLAN NO.

HM-376

SIZE: Sq. Ft.
House 1372; Porch 100

SIZE: Cu. Ft.
House 27,554 incl. Porch

Step-Down Living Room

Adds Glamor

ARCHITECT'S NOTE: "Designed to provide comfortable living in a compact area, this house uses the workability of the kitchen as a center point and spreads out from there to all areas."

PLEASING CONTEMPORARY style of exterior is a blend of stone, vertical boards and shingles, while broad lines of front elevation provide an air of impressiveness. The interior, meanwhile, is packed with the extras offered by excellent modern planning for better and easier living.

Mother gets the first consideration here with the large but efficient step-saving kitchen. Note its expansive work areas and profusion of cabinets, plus a big food pantry and convenient semi-circular breakfast nook. At the same time, it has

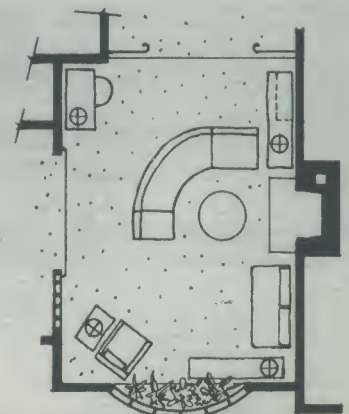
the wonderful feature of giving Mom easy control of all areas: the front foyer, rear hall, basement, outdoors, bathroom, master bedroom, and dining room.

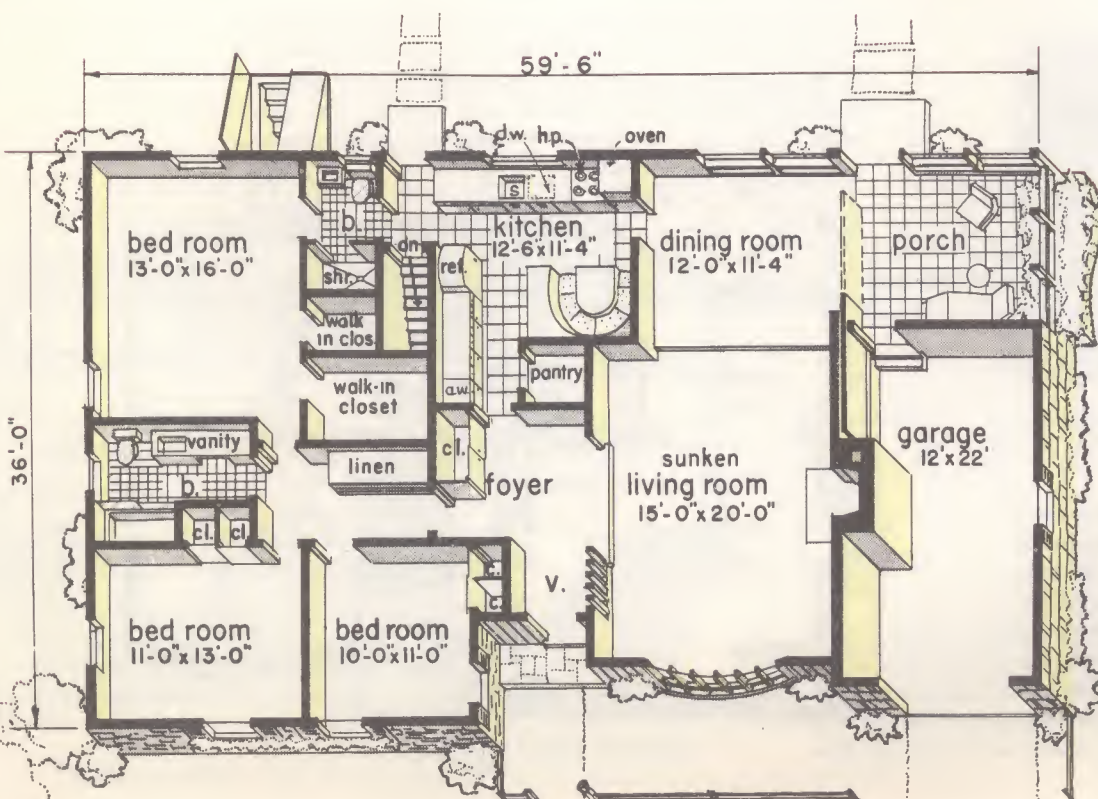
A roomy central foyer leads off to the right to a spacious sunken living room graced by a handsome fireplace and large bow window for cheerful natural lighting. The indoor-outdoor theme is picked up in the dining room which overlooks a glass-enclosed solarium separated by a sliding glass wall. The three good-sized bedrooms have cross ventilation, and are served by two baths. The master bedroom has its own bath and the luxury of two walk-in closets. Note the large, conveniently located built-in linen cabinet.



SMART MODERN furniture arrangement is provided in sketch at right. Note how layout sets up an excellent conversational grouping. Location of curved sectional sofa provides a handsome view of both the fireplace and the picture window. Loveseat and occasional chair are placed near by, yet traffic lanes are kept wonderfully clear. Wall-to-wall carpeting adds to the feeling of luxury.

PICTURESQUE glass-enclosed solarium porch is shown in sketch at left. Note how the sliding door divider and the expanse of windows practically bring the outdoors into this dining room. Living room, to the right of the iron rail, is easily accessible to the solarium for entertaining.





SIZE: Cu. Ft.
House 36,540, excl. Garage

Seven Room Home –

A color illustration of a single-story bungalow house. The house features a brown gabled roof with two dormer windows, each with a white frame and yellow shutters. A large brick chimney is located on the left side of the house. The main body of the house is constructed of light-colored brick. On the left, there is a large multi-paned window with white frames and yellow shutters. To the right of the chimney is a small front porch with a white door and a small window above it. Further right is another window with white frames, yellow shutters, and a flower box underneath. The house is surrounded by a green lawn, trees, and shrubs. The sky is blue with some clouds.

1ST. FLOOR APARTMENT

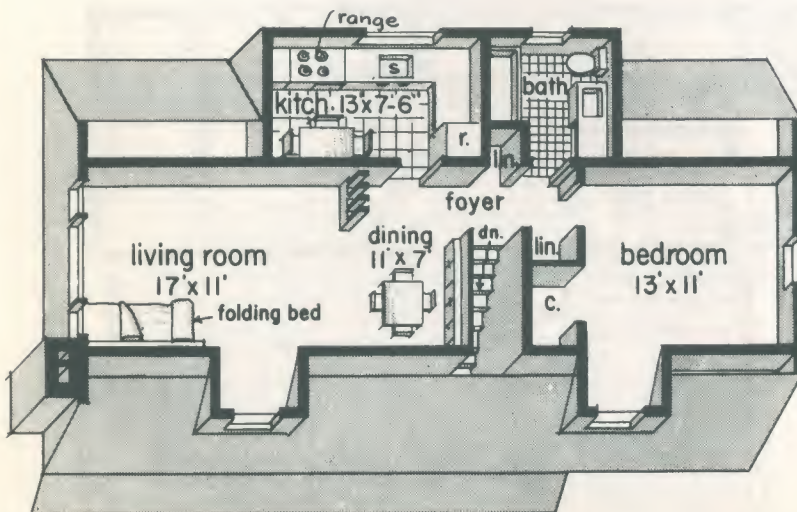
for One or Two Families

ARCHITECT'S NOTE: "Recognizing the fact that there are many families who desire their own home and yet need to derive an income from it, this house was designed with flexibility to serve either as a one-family or two-family accommodation."

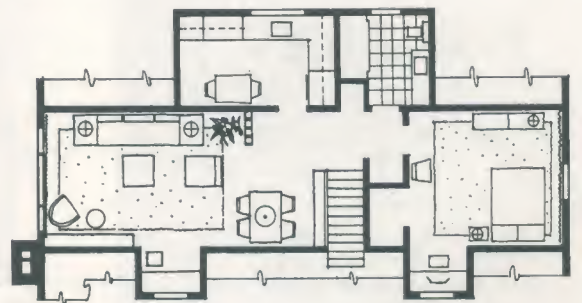
VERSATILE PLANNING is registered in the layout of this modest dwelling. First of all it has the quality of expandability. As a one-family home, it can be started out as a two-bedroom, one-bath plan, and later be expanded to four or even five bedrooms and two baths, if a growing family should so dictate. Meanwhile, if a supplemental income should be needed, it affords easy conversion to two-family usage, the lower floor providing a five-room and bath suite, the second floor, 3½-room and bath quarters.

COMPLETE COMFORT of the modern, well-planned one-family house is achieved in the first floor arrangement. Living room boasts the luxury of a fireplace, a large bay window and handy built-in bookcases. Large kitchen is efficiently laid out to save steps, while still providing a plentiful amount of counter work space and ample cabinets. Note the convenient breakfast nook, and the easy accessibility of both the kitchen and dining room to the covered outdoor porch where enjoyable meals can be served in the warmer weather.

FURNITURE drawn to scale at right illustrates how cozy the 3½-room suite on the upper floor can be. There's room to breakfast in the kitchen, serve other meals in one end of the living room. Dormer here holds TV and radio-phonograph; bedroom dormer has a vanity. Guest closet is at head of stairs.



2 ND. FLOOR APARTMENT



FOR IN-LAWS, whether younger or older, or as a rental unit, the second floor shown in plan at left offers excellent accommodations for a couple. It is equally adaptable for use as two or three additional bedrooms, for a single family dwelling.

Split-Level Home Has Ranch Style

ARCHITECT'S NOTE: "Many people have expressed a desire for the convenience and extra use afforded by a split-level house, but a preference for the more graceful appearance of the ranch style dwelling. Thus, this house was designed to meet this particular demand by keeping the front elevation at low ranch level, while raising the rear bedroom area to give the privacy wanted in sleeping quarters."

HIDDEN AWAY behind the beautiful exterior ranch styling are the multiple values inherent in the up-to-date split-level layout that is becoming popular all over the country. The clever handling of the ups and downs in this plan is hard to describe in words, but the three-dimensional drawings below graphically portray the arrangement. Modern-day living at its best is typified in the living room with fireplace, porch and broad corner picture windows; the dining room with bay and built-in china closet; and the efficiently planned kitchen, with bay window for sun-drenched mornings at the breakfast table. This home boasts a total of 14 closets.



FASCINATINGLY DIFFERENT sunken formal garden, which opens off the porch adjoining the recreation area at rear, adds luxurious indoor-outdoor living and pours bright daylight into the spacious lower level. Separate exit beside laundry permits lavatory to serve both the kiddies at play outside and the adjacent recreation room. Large basement, down six steps, provides plenty of additional space for workshop, storage and heater.

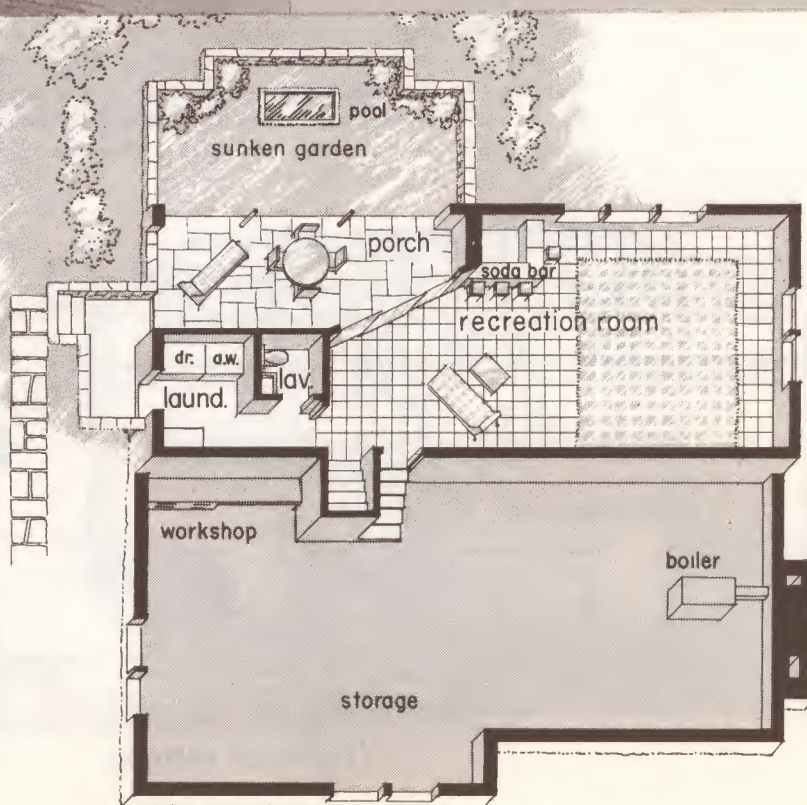
PLAN NO.

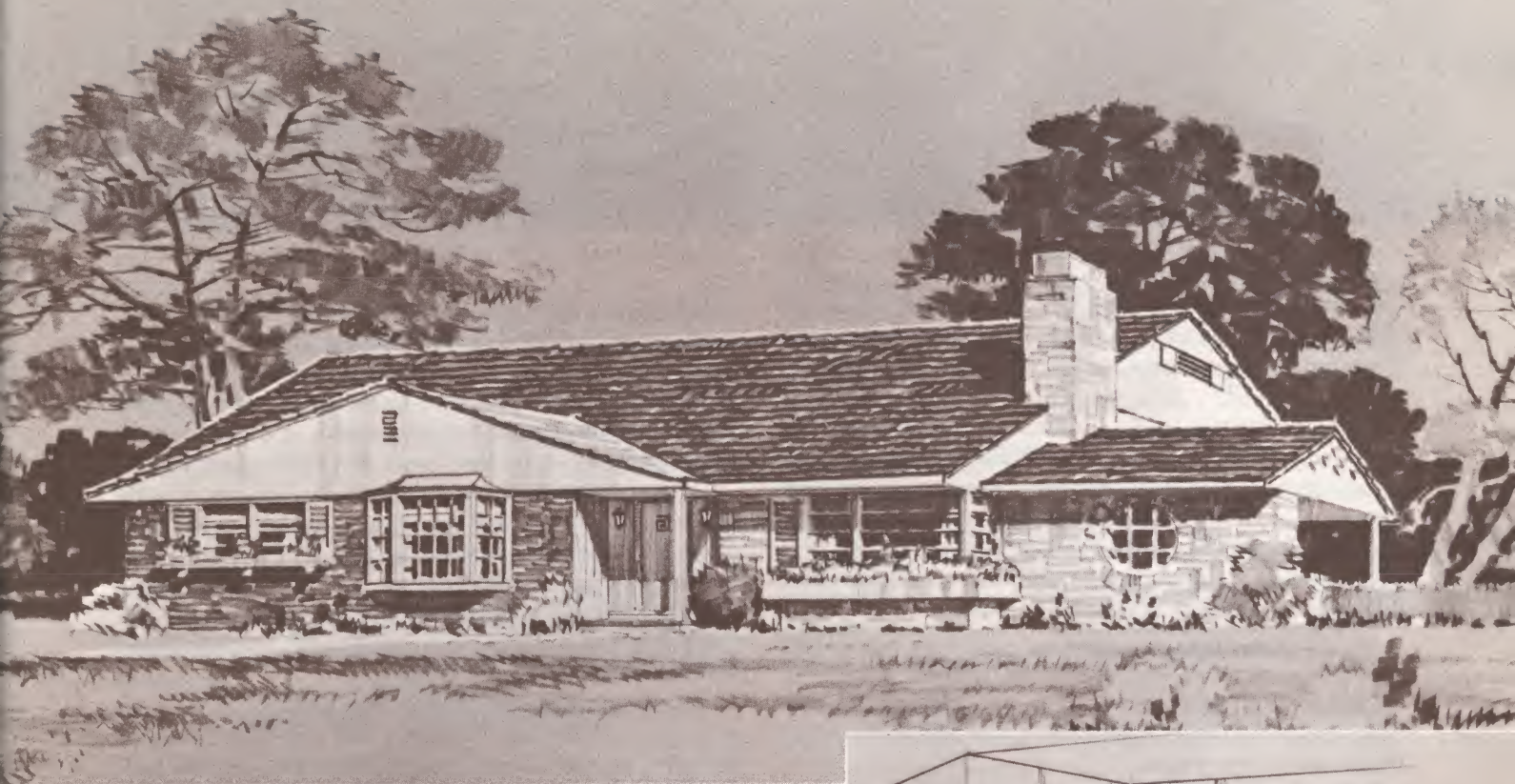
HM-362

SIZE: Sq. Ft.
Living & Sleeping Level 1449
Porch 163

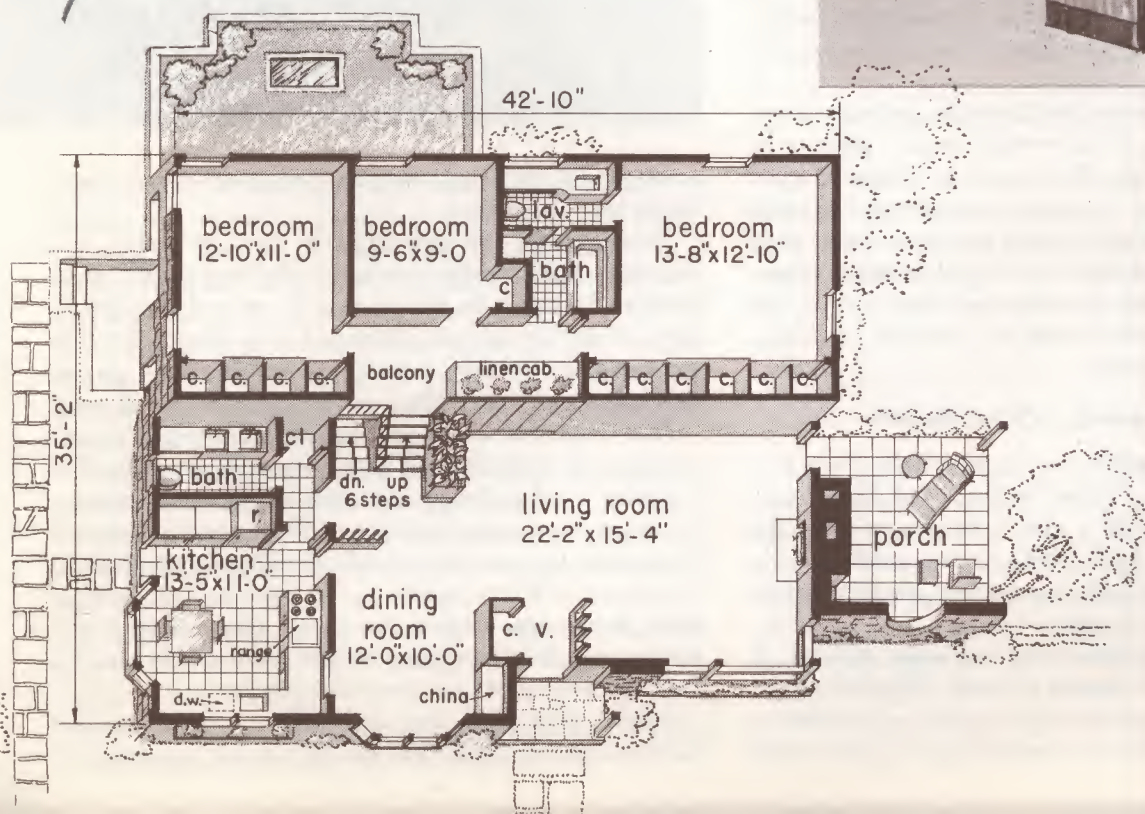
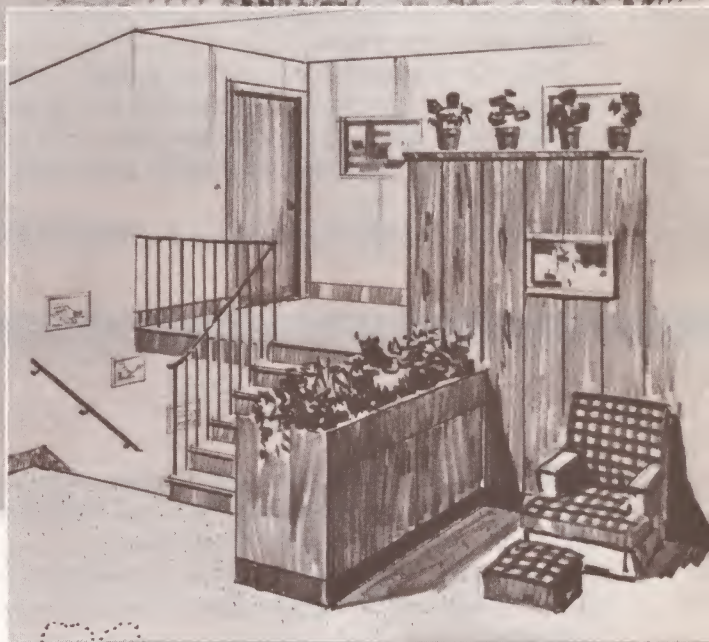
SIZE: Cu. Ft.
House 31,931 incl. Cellar,
Recreation Room, Porches
and Living and Sleeping
Levels

COMPLEMENTING the split-level interior arrangement of this plan, outdoor living takes place on two levels also. Lot sloping from front to rear may be natural contour or artificial grading.





GLAMOROUS balcony on bedroom level, overlooking the large living room, is ingeniously set off by a waist-high planter, as pictured in sketch at right. Behind the vertical board paneling is the appropriately placed built-in linen closet. Baths and laboratories, four in all, are so well arranged that they adequately serve all levels, eliminating traipsing up and down stairs. Covered porch off living room has a solid masonry wall giving the house an impressive sweep.



LINE-UP of closets along wall dividing bedrooms from living area not only provides superabundant storage but also simplifies construction and serves as a sound-deadening device to assure quiet and privacy for bedrooms.

HOME OWNERSHIP PROVES TO BE A WISE INVESTMENT

By STANLEY B. GREY

Certified Public Accountant;
partner in firm of Marks
and Grey, accountants for
numerous building and
real estate concerns.



A HEALTHY bank balance is something no one is inclined to sneer at—yet the fact that present-day home ownership amounts to just about the same thing is often overlooked.

Everyone recognizes the comfort and convenience, the better way of life and the other intangible benefits that ownership of a good home provides. But except for some appreciation of the value of security in the later years, many people fail to realize that current tax-savings and methods of mortgage repayment give home ownership some very tangible financial advantages as well.

Ownership Compared to Renting

Let's compare home ownership versus rental to see what each does to the family's pocketbook, and which represents the soundest investment.

Today the average home is purchased subject to what is known as a self-amortizing mortgage. This mortgage is paid off in fixed, equal monthly installments over a term of years—10, 15, 20 or 25, and now even 30 years, under new FHA regulations.

The monthly payment covers both principal and interest.

Although this payments remains constant throughout the mortgage period, each month, the proportion devoted to repaying the principal of the loan increases, and the amount of interest payment decreases. Generally this payment also includes a sum representing one-twelfth of the annual real estate taxes, which the mortgagee pays as they become due.

What the renter does is easily told. He pays his monthly rent to the landlord and receives a receipt or a cancelled check which entitles him to the use of the premises for another 30 days, which may or may not include some additional services, which may or may not be performed.

All even so far. But now the income tax collector enters and the picture promptly changes.

The home owner can deduct two portions of his total payments for the year—the part that represents interest, and the part that covers his real estate taxes—from both federal and state income taxes.

The tenant's rent payments are not deductible at all.

The difference between the two situations can be more readily appreciated when they are compared on the basis of actual figures.

As an illustration, let's take a young couple with two

INEVITABLY, plans for building a new home reach a point where the family has pretty well decided what it wants and needs in the way of a home.

It is at this stage that the misty apparition commonly known as cost rears its ugly head and cries out to be brought into sharp focus.

This is logical and proper, but there are certain services—home building in particular—which require plans to be completely definite and specific if cost is to be figured at all.

When the lady of the house asks a dressmaker to make her a new gown, she doesn't expect a price to be set until she specifies the type of fabric to be used, whether expensive or inexpensive, and its color and type; selects the design; and settles such details as amounts of fabric, ornaments and hand sewing.

The Cost Depends on Many Factors

Likewise, a man doesn't take a car with defective brakes into the garage and say, "Fix my brakes," and, in the same breath, "How much will it cost." He knows that the mechanic must first find out what's wrong, check parts to be replaced and estimate time and labor involved before he will venture a guess at cost.

The builder is faced with much the same problem. A house is made up of thousands of parts. There are many different materials of various quality, types and quantities of equipment, and an almost endless list of similar items

A GOOD BUILDER'S ADVICE CAN GIVE YOU BETTER VALUE!

to be considered. Then, too, size, design and layout have a direct bearing on cost.

Consequently, the only thing to do is to decide on a particular home design that suits you best, get the plans and specifications, list the equipment you prefer, and make notes of any changes or additions to the plans and everything else you specially want. Then, and only then, are you ready to go to your builder and get an estimate of costs.

Fine so far, but who is your builder going to be? If there are many in your area and you are completely unfamiliar with their work and reputation, this can be a real problem. In this case, you can obtain the names of reputable builders from banks, lumber dealers, the local affiliate of the National Association of Home Builders, or friends who have recently built in the area. Check the names obtained from one source with the others mentioned, and you should have the list narrowed down to a reasonable number.

Submit your plans, lists and notes to more than one builder—three is ideal—and ask them to bid upon the job,

children, the husband earning \$5200 a year. His monthly payments of \$75 (\$900 a year) cover mortgage loan repayment, interest and real estate taxes.

With a \$10,000 mortgage at 4½ percent interest a year, his first year's interest would be approximately \$450. Assuming \$250 a year for real estate taxes, \$500 deduction for charities, medical expenses, state income tax and the like, and the \$2400 personal exemption for four persons, his net taxable income is reduced to \$1600, and his federal income tax would be about \$350.

With the same dependents, earnings and deductions, if this individual paid the \$900 for rent instead of as a home owner, his income tax would amount to approximately \$500 a year.

The home owner would receive a rebate of about \$150 from his withholding tax payments—enough to meet two monthly payments on his house. The renter would have nothing coming back from Uncle Sam.

In both cases, the figure of \$75 a month was used to represent the cost of housing; in reality, there is as big a difference between the types of housing the renter and the home owner receive for that amount as there is in their tax rebates.

Savings Will Be Returned Later On

At the rate of \$75 a month, the home owner will have five or six rooms and a garage. The same amount of rent in a new private apartment building in most areas would provide no more than 2½ rooms at best. Where rent control still exists, the apartment might be somewhat larger, but still hardly equal to a modern one-family home.

Still another advantage to the home owner remains to

be covered. The portion of his monthly payment that covers amortization (paying off the original loan) represents a type of forced savings. Every payment reduces the amount of the principal and increases his equity in the house—the share of it that now belongs to him. These savings will be returned to him on a future sale.

Pinning this down to actual cases, the same home owner previously cited, with his five or six-room house and garage, made a small down-payment and is paying off a 25-year mortgage of \$10,000 at the cost of \$900 a year, covering amortization, interest and taxes.

After 25 years his payments will total \$22,500, but he will have paid off the mortgage and own his home free and clear. From then on he lives rent-free.

Is Way Ahead at End of 25 Years

If he sells the house for \$10,000 at the end of the 25 years, his housing cost over all those years then has amounted to \$12,500, less his tax benefits that his interest deductions have given him. Whether the actual sale figure is larger or smaller, the home owner is several thousand dollars better off than the renter who has paid in the same amount for as many years for far inferior housing. He, poor fellow, has nothing to show for his \$22,500 but 300 rent receipts—not even enough to paper one wall of a small dinette.

Or compare the home owner with the man who rents equivalent housing—five rooms and garage. Today this would likely cost about \$150 a month, or \$1800 a year in rent. Over 25 years this amount multiplies out to a fantastic \$45,000, not one cent of which will ever return to him.

Home ownership is a good investment.



By DANIEL B. GRADY

Builder of custom homes for 10 years (price, \$30,000 to \$75,000; Regional chairman of the Educational Committee—National Association of Home Builders.

being specific on its scope, right down to such matters as grading and sidewalks. Make sure that there is an understanding on the type of contract used for the bid.

There are three main types of contract—cost plus builder's overhead and profit; cost-plus and an upset price; or a flat fee. You will want to retain a lawyer to handle the final closing of the contract and other legal procedures; you will be even wiser to consult him early, while bids and discussions are in the preliminary stages.

Your final choice of build should be based on reliability and quality of workmanship as well as on the size of his bid.

Once the contract is signed and work gets under way, avoid making any sort of changes in the plans. This is one sure way to let costs get out of line.

If changes are absolutely unavoidable, don't instruct the workmen at the site. Make arrangements only with the builder, and in writing.

As building progresses, don't get impatient. The first part of construction—foundations, framing and exterior work

—ordinarily goes fast, unless there are delays due to bad weather. Don't expect finish to proceed at the same rate—the operations involved are necessarily time-consuming.

Your builder's advice can help you all along the line. He will recommend standardized and brand-name products that help keep costs to a minimum, good materials that pay off in the long run, and points where skimping should be avoided.

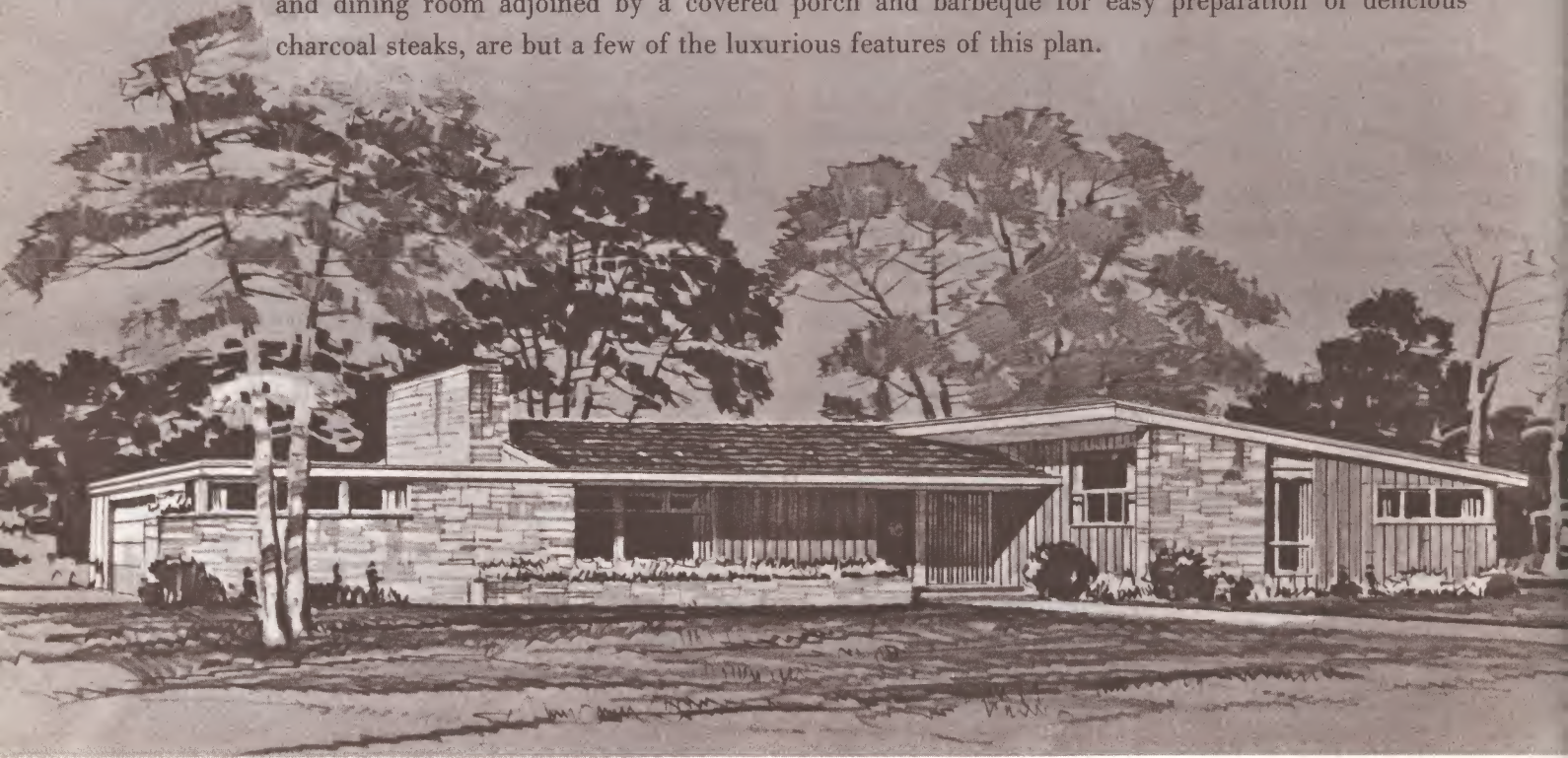
Don't overdo the use of quality materials—and don't think for one moment this can't be done. For instance, a slate or tile roof is an asset to a home, but it is high in cost and requires stronger roof framing to support the extra weight. Asphalt shingles, on the other hand, are lightweight and inexpensive and have been used successfully on millions of homes in all price categories.

Don't Go Overboard on Extras

Some expensive extras do not add a proportionate amount to the resale of your your home—an item which you should always bear in mind in relation to your net worth, however unlikely it may be that you will ever want to sell your house. As illustration, consider wood panelling, which generally increases the value of a house, but the rare, exotic and expensive varieties add no more than the least expensive type you could choose.

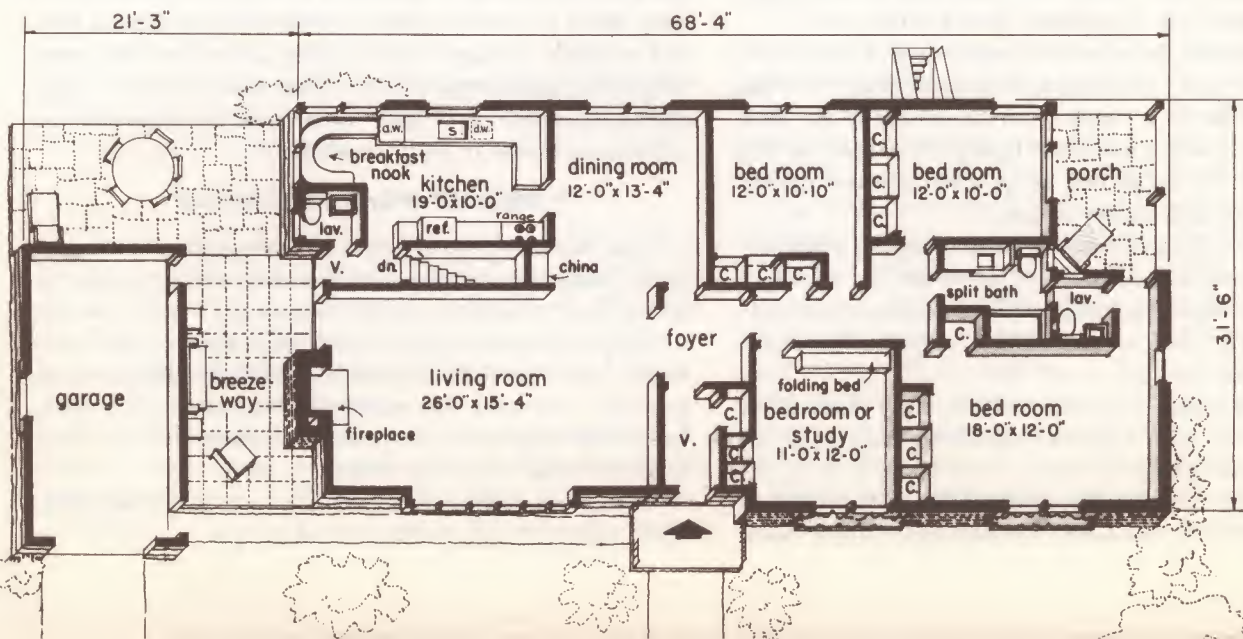
With a good plan, a good builder and good judgment, there's happy home building ahead for you.

ARCHITECT'S NOTE: "Spacious ranch design embraces many up-to-date ideas conducive to comfort and ease, including the unusual cross hall which gives privacy to bedroom and bathroom traffic." SLEEK EXTERIOR reflecting the finest in contemporary styling is graced by low-pitched and snug horizontal roof lines and set off by the stone and vertical board treatment of the front elevation. Commodious four-bedroom, two and one-half bath layout is well served by sixteen closets and a huge eight-foot cupboard for linen storage. Large living room with brick-wall fireplace, and dining room adjoined by a covered porch and barbeque for easy preparation of delicious charcoal steaks, are but a few of the luxurious features of this plan.



ARCHITECT'S NOTE: "Idea—economy in construction achieved by means of simple perimeter arrangement for cost-saving framing, yet provides a four-bedroom dwelling with clean, sedate exterior effect."

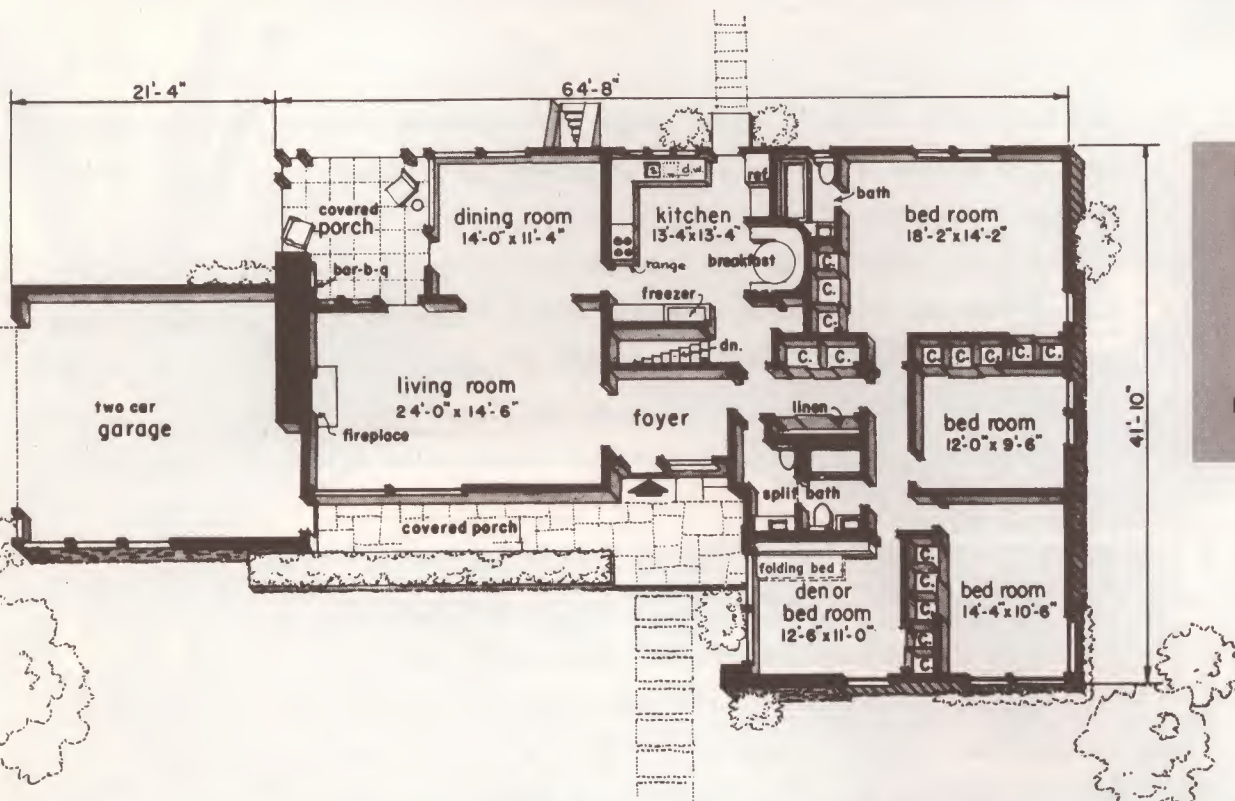
EXTRA-LUXURIOUS, large, well-planned rooms make this layout the envy of home seekers. Spacious 26x15 living room adjoins covered breezeway terrace for lazy summer afternoon lounging, while large dining patio opens off the kitchen for regular family picnicking. Over-sized kitchen with extensive utility work area, has cheerful breakfast nook and convenient lavatory which serves outside areas as well. Master bedroom and roofed-over bedroom porch also have the advantage of a private lavatory. Ample closets are another of the plus factors in this plan.



SEDATE

SPACIOUS RANCH HOME IN CONTEMPORARY DESIGN

ATTRACTIVE built-in plant box tucked under the roof along the porch accents sweeping lines, while protected front entrance with direct access to garage denotes the emphasis on serviceability.



PLAN NO.

HM-402

SIZE: Sq. Ft.
House 1934

Garage 496; Porch 148

SIZE: Cu. Ft.
House 35,896 incl. Porch
Excl. Garage

STYLING FOR THE COUNTRY GENTLEMAN

PLAN NO.

HM-403

SIZE: Sq. Ft.
House 1919

Porches 559; Garage 288

SIZE: Cu. Ft.
House 38,000, excl. Porches
and Garage



SIZE: Sq. Ft.
1177 Total

SIZE: Cu. Ft.
24,717 Total

DESIGN OFFERS EASY

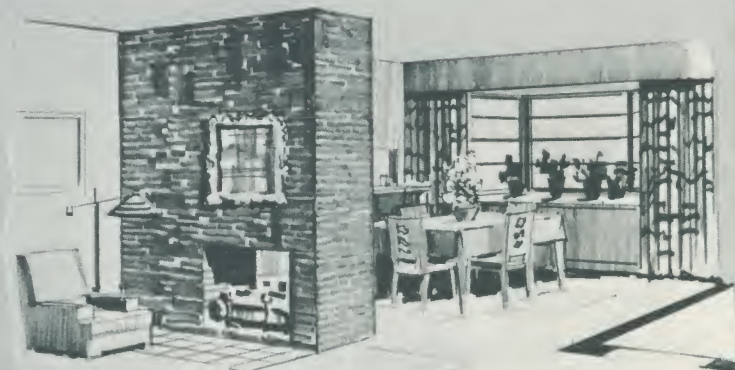
ARCHITECT'S NOTE: "Compact design with intimate livability, economy through minimum amount of hall space, and adaptability to practically any lot, are the basic concepts behind this home."

CLEAR-CUT CHARM of exterior combines the feeling of both modern and traditional, all rolled up into a distinctive, individual styling. Room size is kept to a maximum but without sacrifice to the all-important factors of comfort and overall flexibility of use. Ingenious room layout provides good traffic circulation despite the absence of conventional halls, while foyer with guest closet still furnishes the much-wanted entry privacy.

STREAMLINED KITCHEN, brilliantly lighted through extensive strip windows sweeping across the back of the sink and general work areas, and around the time-and-effort saving breakfast nook, would strike joy into the heart of any mother. Center bedroom, conveniently located off kitchen, can be used as mom's sewing center, as a bedroom or den. Among other outstanding features of this skilfully designed layout are: nine closets, rear vestibule service for garden, kitchen, or basement traffic, special outside cellar entranceway, and all bedrooms arranged but a short step away from centrally situated bath.

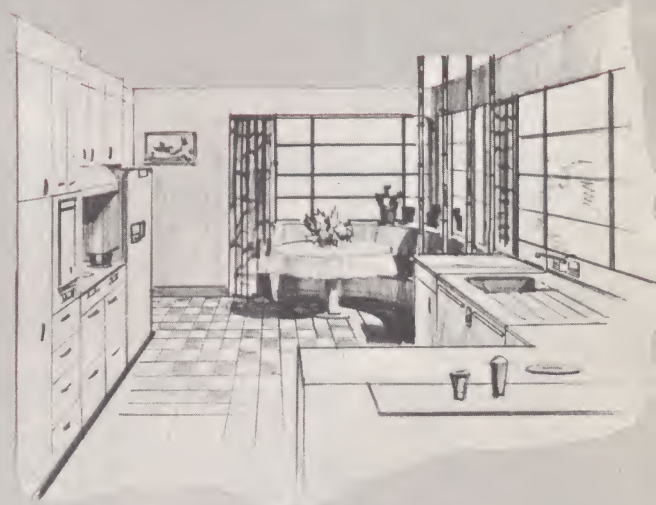
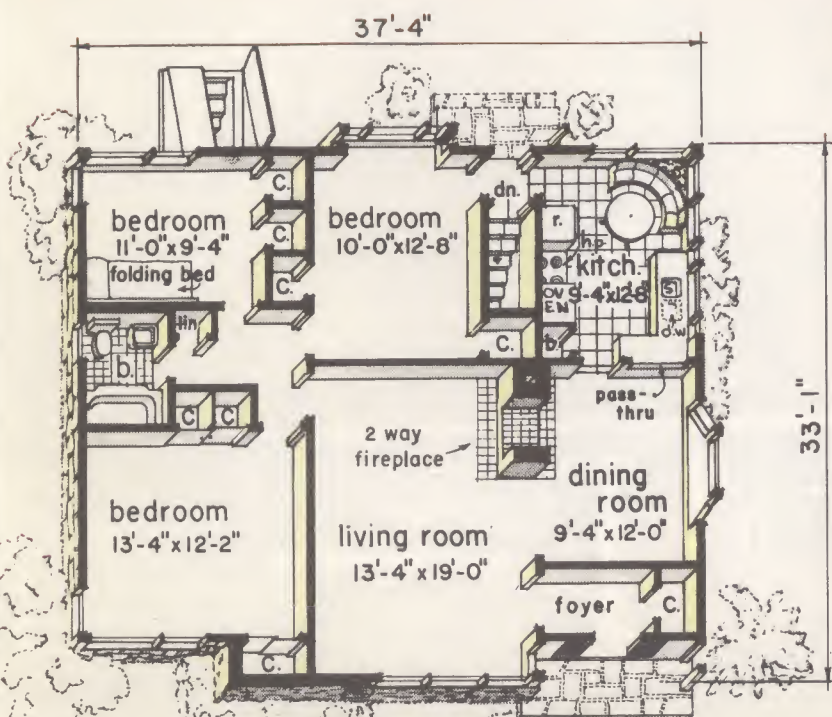


PICTURE SHOWS rear view of scale model made of this home, illustrating cozy patio arrangement, cellar entry, and large expanse of windows, including corner strips and delightful bedroom bay.



TWO-WAY floor-to-ceiling brick fireplace, seen from living room, can also be enjoyed from the charming dining room set off by bay with modern strip windows.

LIVING AND ECONOMY

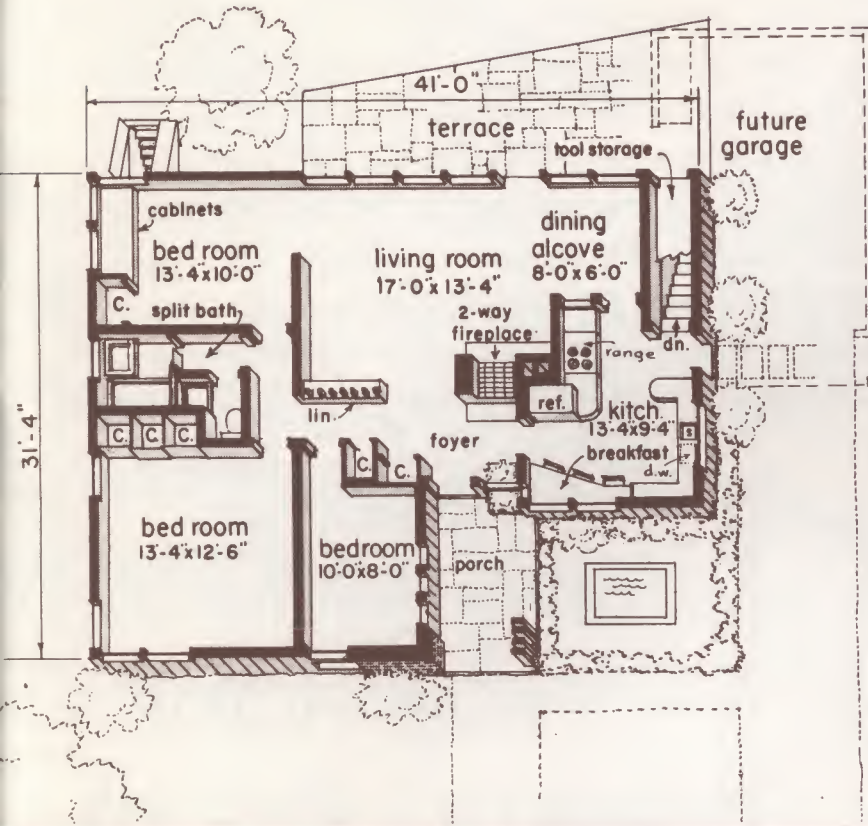


NOT ONLY bright and cheerful, this kitchen is crammed with items that would delight any housewife. Note built-in oven, counter-top range, refrigerator and spacious cabinets arranged in step-saving fashion on one wall.



TOWN OR COUNTRY

HOME—AN AWARD WINNER



PLAN NO.

HM-201

SIZE: Sq. Ft.

House 1120

Porch 61

SIZE: Cu. Ft.

21,760 Total

EXPANSION CAPE COD CAN HAVE FIVE BEDROOMS

ARCHITECT'S NOTE: "For the large and growing family with a limited budget, this plan provides three bedrooms to start, plus the possibility of adding one or two more later." **UNUSUALLY ATTRACTIVE** Cape Cod styling suggests the use of stone masonry for the front elevation and the long, low planter that sets off the picture-window bay. From the functional standpoint, the initial three-bedroom, one-bath quarters can be readily expanded to five bedrooms and two baths with work done on a do-it-yourself basis to hold down expense. Closets are generously provided, with two in each downstairs bedroom. Built-in vanity in one bedroom is a much-desired feature, as are the fireplace and the entrance vestibule. Compact kitchen has adequate cabinet and counter space and is easily accessible to both entrances and bath.

PLAN NO.

HM-101

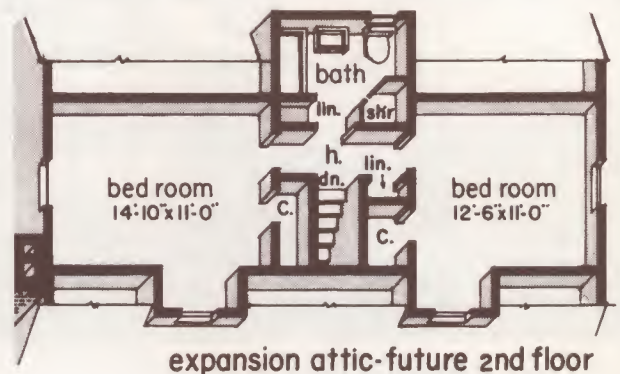
SIZE: Sq. Ft.

1st Floor only 1067

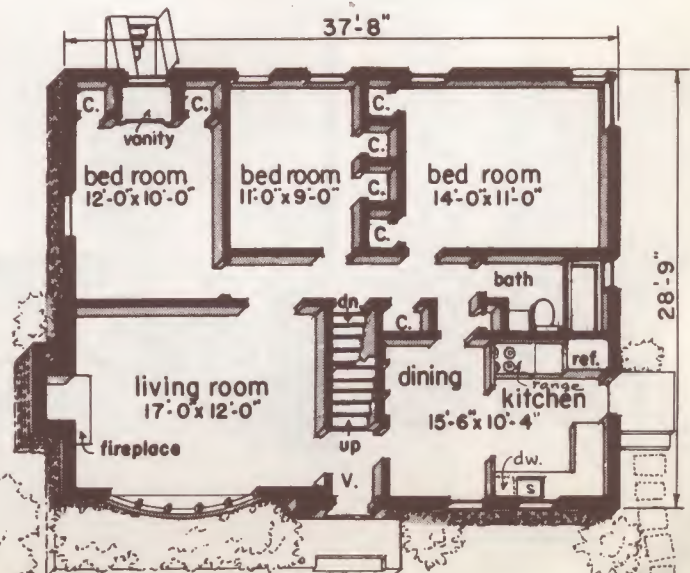
SIZE: Cu. Ft.

House 24,068

incl. 2nd Floor area



expansion attic-future 2nd floor





EYE-CATCHING long, long lines of this plan were achieved by continuing the sweep of the house clear across the garage and the intervening breezeway. Photo at left shows how this sheltered breezeway provides a pleasant addition to the over-all living area, for indoor-outdoor entertainment and relaxation all summer long. Center, meals are bound to be enjoyable in the dining area with its fine view through modern corner windows. Between meals or for small groups, corner location of table expands living space; placed in room center, as shown in floor plan, it will accommodate a big dinner party. Bottom photo views the spacious, hospitable living room from the adjoining dining area. Visible through wide-open French doors at left is a section of the furnished breezeway.



PRIZE HOME WINS AWARD — LIVABILITY & ECONOMY



PLAN NO.

HM-377

SIZE: Sq. Ft.

House 1315

Outdoor Living Room 199

Garage 228

SIZE: Cu. Ft.

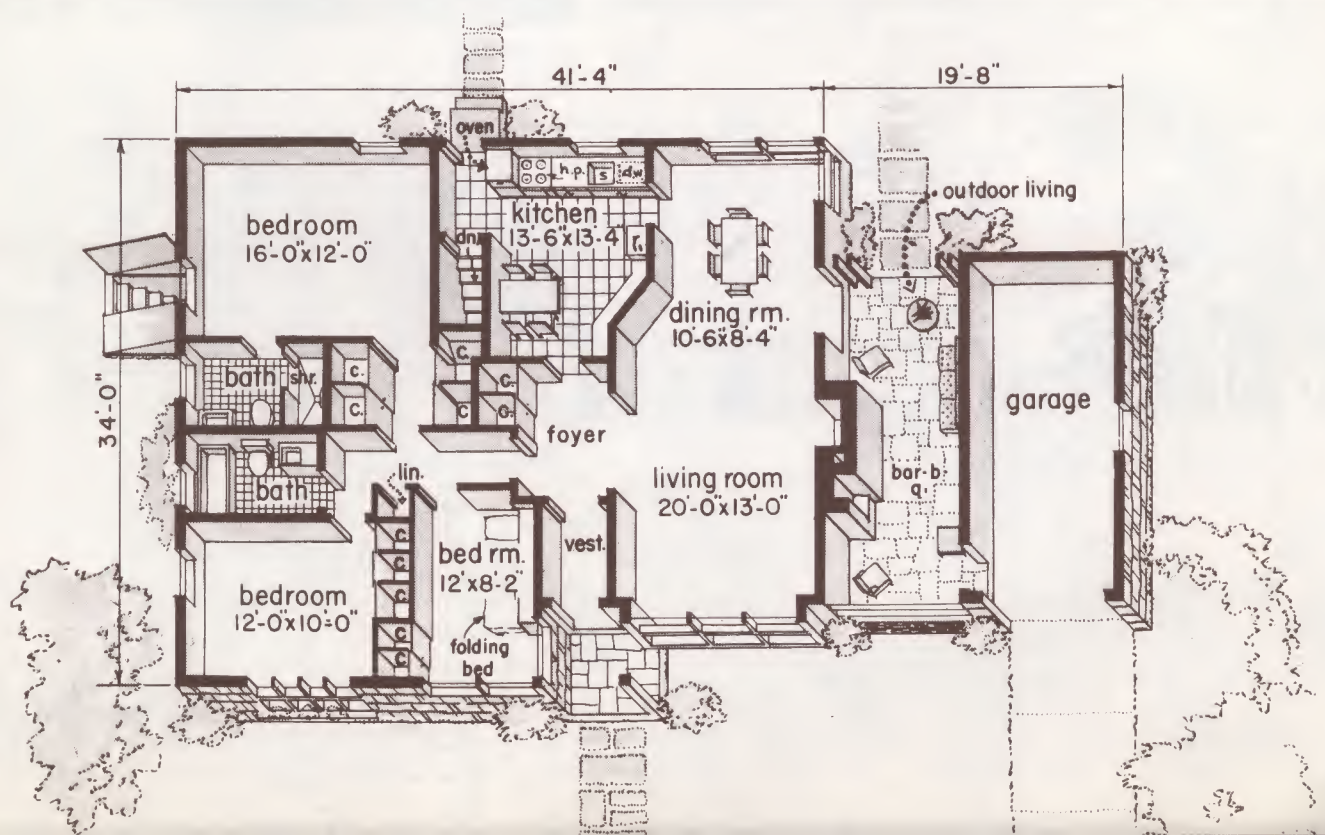
House 25,643, excl. Outdoor
Living Room and Garage

VISUAL-AID drawing opposite shows skillful layout of rooms for easy circulation, plentiful allowance for closet space, impressive entrance foyer, and efficient back-to-back arrangement of the bathrooms.



ARCHITECT'S NOTE: "Aim of this design was to give a big, big look to a medium-size three-bedroom ranch-type house, incorporating as many luxury items as possible."

TWO-TIME WINNER of design awards, one from the National Association of Home Builders and another from a national magazine, this home was built and sold in the eastern part of the country for \$18,500, including land. All rooms are well proportioned and compactly arranged around the central foyer that simplifies circulation throughout the house. The breezeway, hidden from the street behind louvers, has been expanded into a glorified indoor-outdoor living area that enhances the livability of the whole house.



ARCHITECT'S NOTE: "The idea here was to design a contemporary house that would make efficient use of a standard-sized lot and provide privacy for outdoor living at both front and rear. The covered entrance is impressive for visitors, practical for the family, and the entire design provides for relaxation, privacy, and all the luxuries the owner can desire." CONTEMPORARY features of the plan are the grand portico entrance which leads into a private garden and doubles as porch and covered entrance from garage as well. Kitchen-laundry-breakfast room gives Mother a strategic location to oversee children at play in front garden or rear yard. Large windows in living room, breakfast room and den bring in a

pleasant, outdoorsy view of the private garden terrace. Dining terrace with barbecue, easily accessible to the kitchen, makes an enjoyable spot for summer meals. Master bedroom has private bath, dressing room with built-in vanity, and adjoining den with private entrance which could readily be used as an office. Spacious living room, highlighted by a handsome fireplace, affords opportunity for a wide variety of furniture arrangements. Closets are solidly lined up along every available inch of wall space. Aluminum-framed sliding windows and doors to dining terrace conform to the over-all contemporary styling; the brilliant white roof that completes the picture also reflects sun heat for a cooler house.

Contemporary Plan Offers Privacy for the City Lot





PLAN NO.

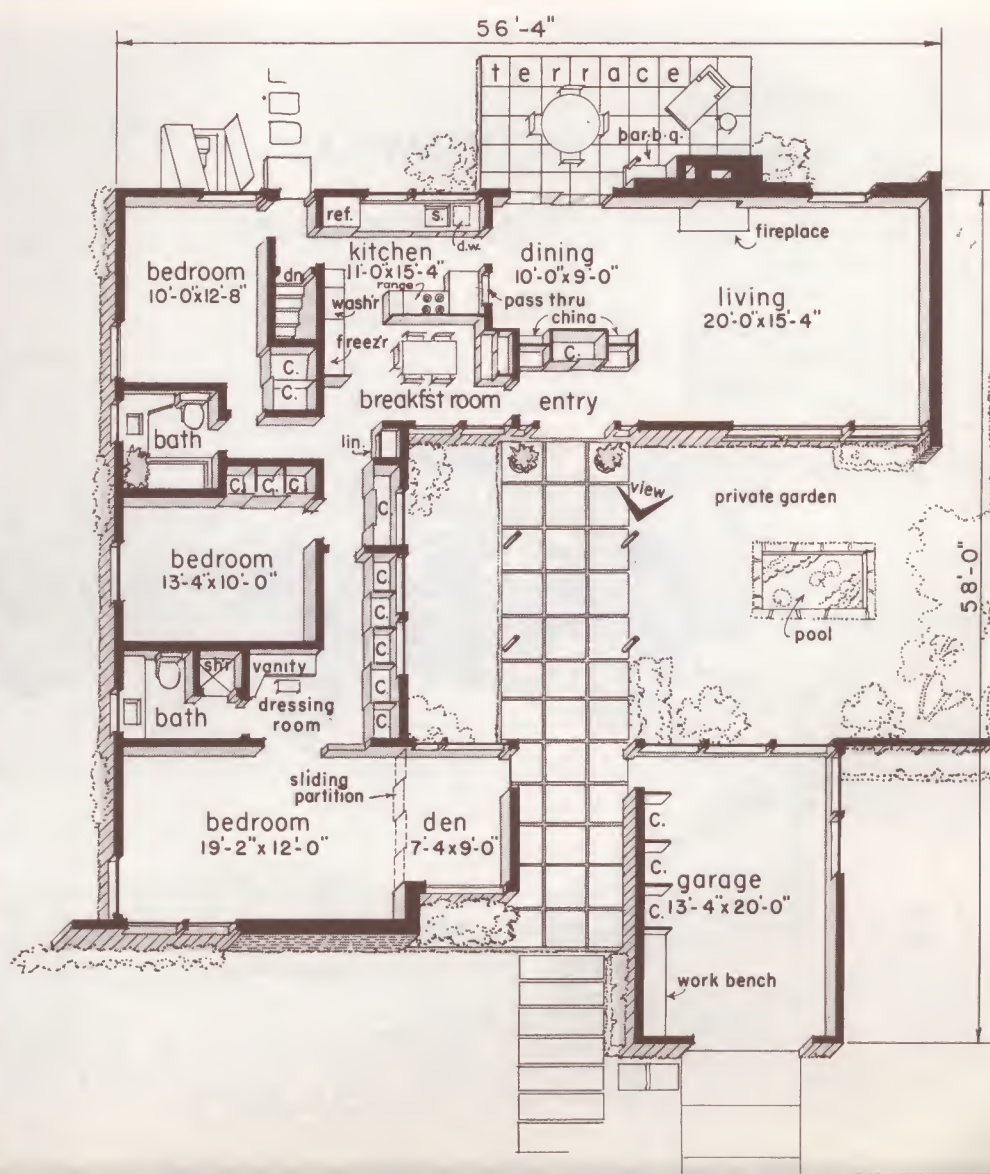
HM-415

SIZE: Sq. Ft.
House 1665
excl. exterior covered walks
Garage 289

SIZE: Cu. Ft.
House 31,511,
excl. Garage and
covered walks

POINT OF VIEW in sketch at left is indicated in three-dimensional plan at right, looking from living room window toward garage and den. Entrance portico provides for covered access to car in inclement weather, serves also as a porch or sunshade for relaxing in the private garden, and makes a really dramatic feature at night when the lights along its length are illuminated.

In plan at right, note how neatly the work center is divided into separate areas for food preparation, laundry and breakfast room, and how the island unit that gives privacy at the front door faces guest closet and china cabinets in opposite directions. Scale model, in photo above at the left, shows the appearance from the street.



YOU CAN'T BEAT COLOR — BUT COLOR CAN BEAT YOU!

By Beatrice West

IT IS impossible to overestimate the value and importance that color plays in every area of our lives. We all admire nature's way with color—a beautiful red-gold sunset, a bronzed autumn leaf, a blue-green sea capped with frothy white—yet too often we allow ourselves to be surrounded by colors that depress us, or at best, do nothing to exhilarate us.

If a color of the clothes one wears is important to one's well being, how much more important is the proper room color, and how infinitely more important the proper color for one's home.

People are not alike in all aspects, they do not want to be, nor should they be—we are a nation of individualists, we treasure our right to dress as we please, think as we please. Yet, strangely enough, we rarely exercised this individuality in color styling the homes we lived in. Our color thinking in this respect had become stereotyped. We followed a seldom-varying pattern of unimaginative blues, greens and principally whites. Only recently have we learned to avail ourselves of the exciting colors and

striking color combinations which for so long have been enjoyed exclusively by nature in the great outdoors.

Take Nature's Colors

Today we are taking our color cues from nature. An example of this practice may be described in a home I had the pleasure of color styling recently. The home was a comparatively small, rather inexpensive ranch type dwelling. I selected pastel grey shingles for the roof because they appear almost white and give a feeling of coolness and contrast to the surrounding terrain. The siding shingles and trim were colored in spruce blue, which, when combined with the roof color, gives the house a low, rambling effect. Tangerine was used on the front and rear doors and flower box to give contrast and provide sparkle to the color theme. However, this

same color treatment, if applied to a house of different architectural lines or in a different setting may very well create an unfortunate effect.

It must be remembered that although we can generalize and say, "Use colors borrowed from nature to achieve the most effective and thrilling color treatment," we must not lose sight of the fact that each house has a personality all its own and demands individual consideration to bring forth its best lines. Proper color styling further enhances the work of the architect, while a poor combination of colors detracts from even the most gracious lines.

Furthermore, color, because of its 3-D qualities, has the power to make a house appear smaller or larger. Light colors make a small house look larger, dark colors make a house look smaller; cool colors make a house look larger. Thus a red-tinted house will seem

PLAN NO.

HM-399

SIZE: Sq. Ft.

House 1371

Garage 289; Porch 240

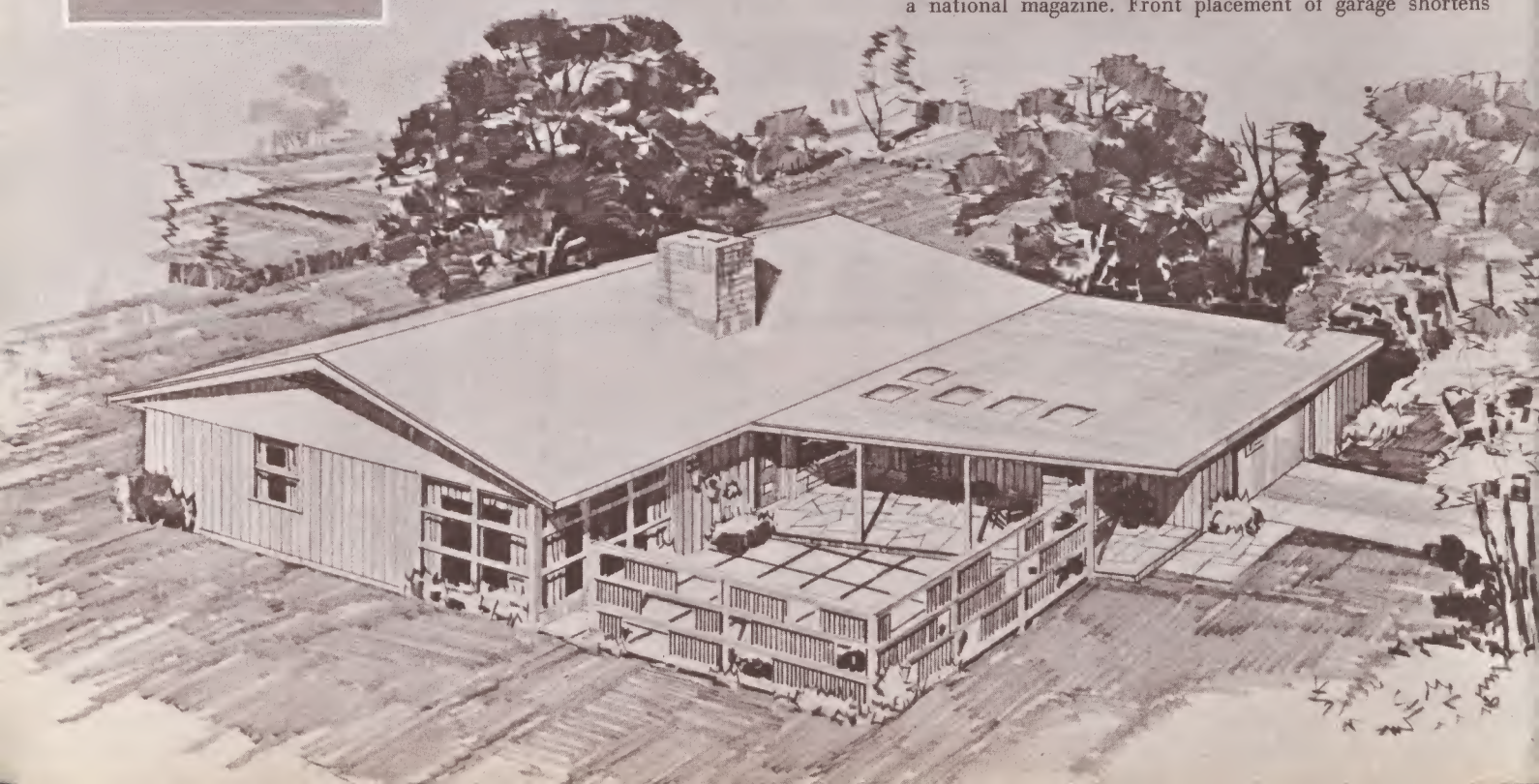
SIZE: Cu. Ft.

House 26,735,
excl. Garage & Porch

ECONOMICAL CONSTRUCTION WINS AWARD

ARCHITECT'S NOTE: "The basic house plan is the most economical design possible—a compact rectangle with a simple, unbroken gable roof. Front location of the garage and the extension of its shed roof to form a covered porch are another inexpensive device that adds a great deal of character and interest—and apparent size—to this small home."

ECONOMY OF construction and excellence of design were the basic factors that won this home the top design award of a national magazine. Front placement of garage shortens



MISS BEATRICE WEST has long been recognized as the nations' leading color stylist and color coordinator of individual and mass-produced homes. She is credited with introducing and pioneering the idea of color individuality in development housing and has established the enviable and almost unbelievable record of having color styled over 100,000 homes during the past four years.



to be smaller than a house that is blue-tinted.

However, one rule that should be basic when considering any exterior color treatment is simply: Plan your color scheme from the roof down. Select your roof color first and coordinate your other colors from that.

Paradoxically, the use of color, while one of the best ways to express your own personality, is one of the least expensive. It costs no more to use the appropriate shade, the "just right" combination required to lift a home from the ordinary into the outstanding bracket of better appearance.

Bring Color Inside

Gauguin and Van Gogh (to mention but two artists) are revered for their brilliant and daring use of color. It is no longer necessary to admire exciting tints or shades in a gallery of fame, and then retire to live

in a drab, lifeless home, devoid of the warmth and harmony that color bestows. Now, it is possible to surround oneself with the colors that are most soothing, pleasing, yes, soul-satisfying to us as individuals.

There has been a growing trend among architects to treat the indoors and outdoors as a unit—a house is no longer a building surrounded on four sides by "outside." We must still be sheltered from the elements, it is true, but now we have learned how to bring the outdoors in via planting areas, enclosed patios, etc., and how to transfer some phases of indoor living outside through such things as barbecues and terraces. Colors have kept pace with this trend. We now surround ourselves with grass greens, sunset reds, sky blues, and hues from many growing things.

With this in mind, another good rule to follow in color planning is: Color style from

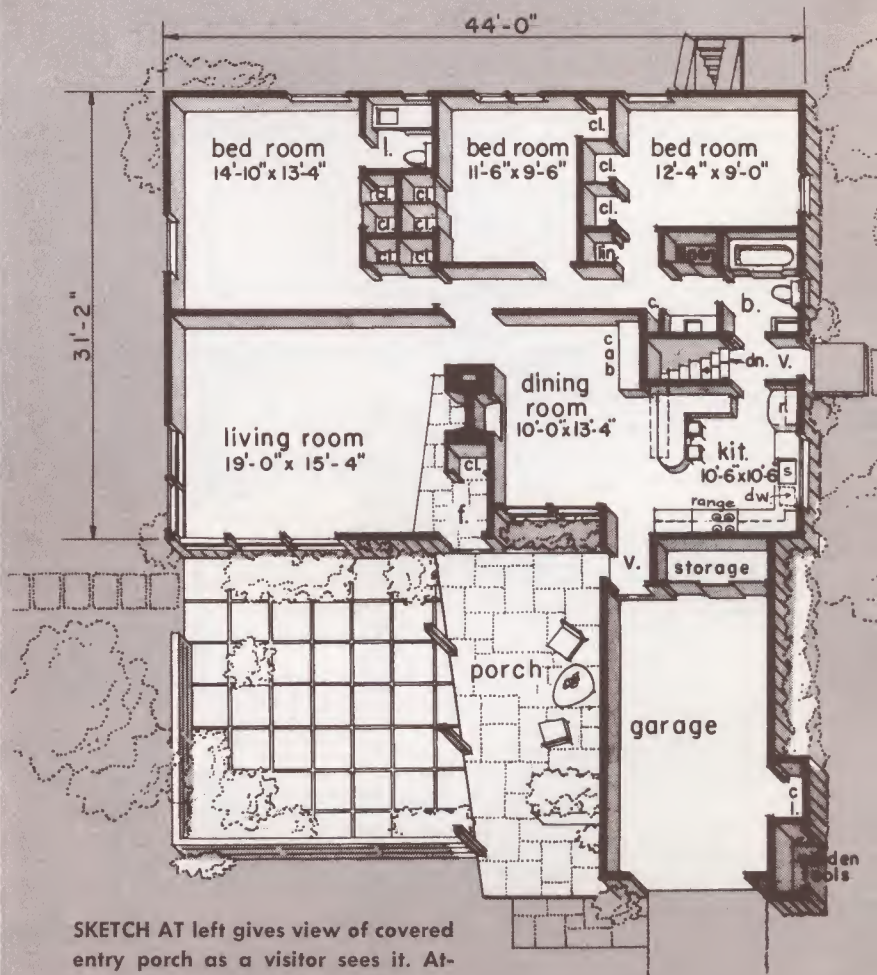
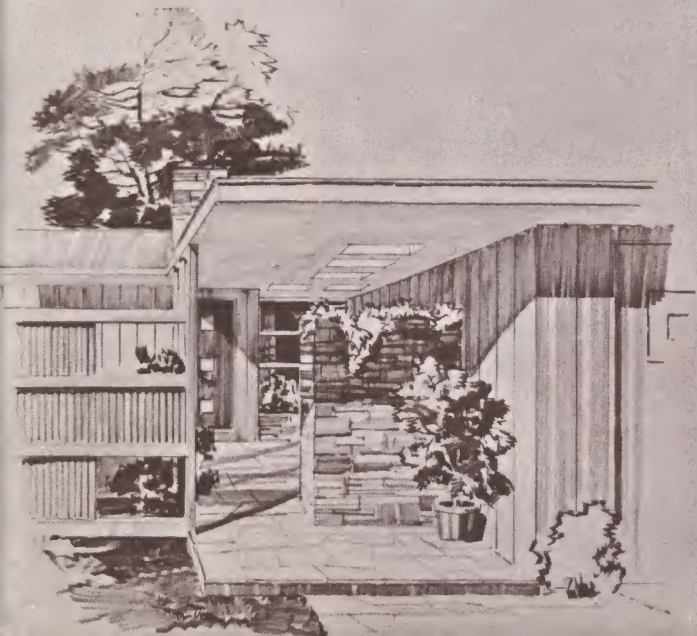
the outside in. Carry your basic exterior colors right into your wallpaper, fabrics, carpeting and draperies. Coordinate the exterior and interior colors so that they are joined as one and achieve the ultimate in pleasant indoor-outdoor living.

Choose with Care

An attractive woman can be made more attractive through the proper application of cosmetics, but incorrect colors, or faulty selection will have a garish effect. This is true in color-styling a home. A poor selection of exterior finish materials, bad color combinations and tones that are not in keeping with the surrounding terrain all tend to detract immeasurably from the aesthetic features that are inherent in a well-designed house.

Colors properly used can be a source of never-ending satisfaction, while tones that are vapid, jarring or just "not quite right", become increasingly difficult to live with. When working with colors remember, "You can't beat color, but color can beat you".

driveway construction and makes more land available for outdoor living use. Covered porch provides sheltered access to entrance, and overlooks a terrace or garden made private by a novel and inexpensive screen of boards and doweling. Location of the kitchen makes this working center of the home equally convenient to garage, front, rear and side entrances, basement and bath. As indicated on the plan, kitchen can be open to the dining room, for added spaciousness, or be completely separate for greater formality. Fireplaces in both living and dining rooms are an unexpected and much appreciated touch in a low-cost home like this.

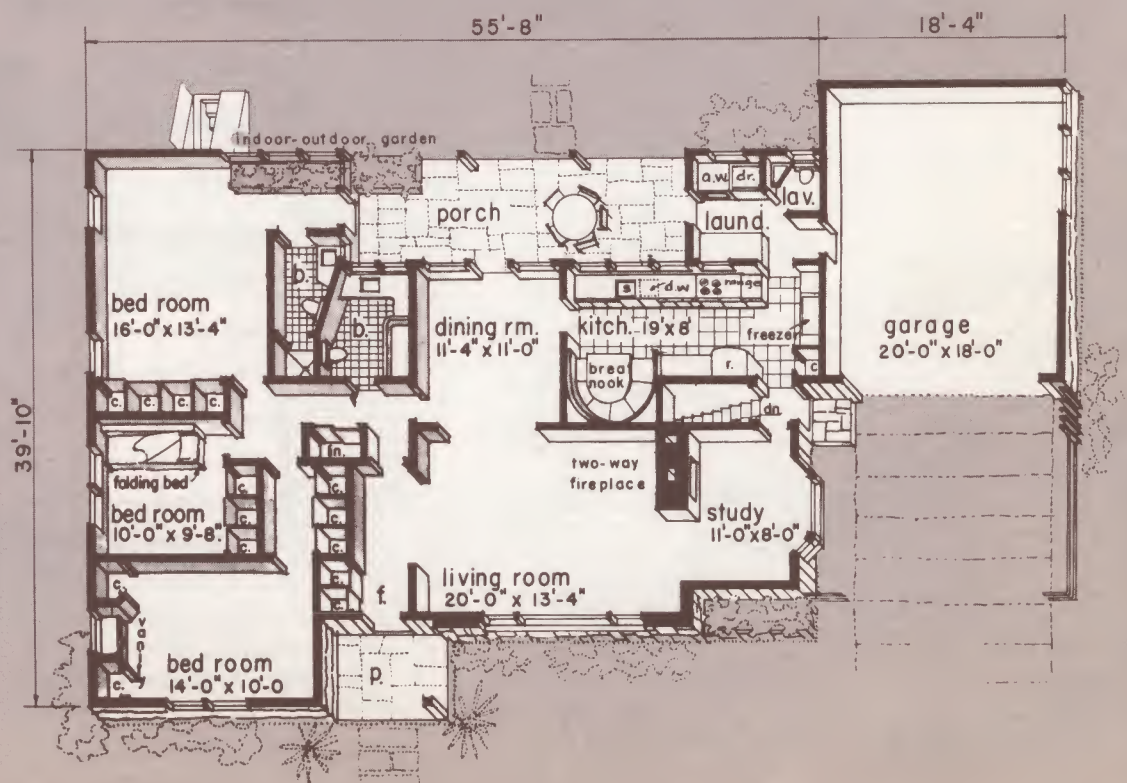


SKETCH AT left gives view of covered entry porch as a visitor sees it. Attractive masonry planter at front of porch adds privacy to the entrance.

THOUGHTFUL PLANNING is clearly evident in this spacious ranch-style residence. Cedar shakes, vertical boards and random stone are combined for a distinctive exterior, and all the aids to better and easier living find a place within. The deluxe features include the master bedroom with its own bath, a decorative indoor-outdoor garden and private access to rear porch; another bedroom has a built-in vanity. Massive two-way fireplace separates living room and study. Oversize kitchen boasts a handsome upholstered semi-circular breakfast nook and an adjacent first-floor laundry. Half-bath is handily located near entrances from garage, back yard, porch and basement.



NEAT REAR GARDEN and covered porch, above, are constant source of enjoyment and provide a charming view for master bedroom, dining room and kitchen, which have been outfitted with a broad expanse of windows for just that purpose.



HM-320

House 36,066, incl. Porch
Excl. Garage

PLAN NO.

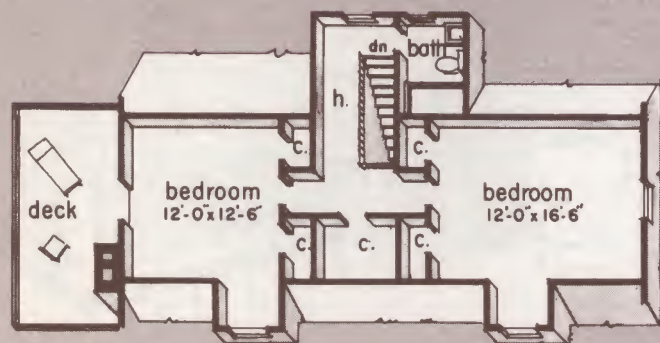
HM-023

SIZE: Sq. Ft.
1st Floor only 1242
Porch 144

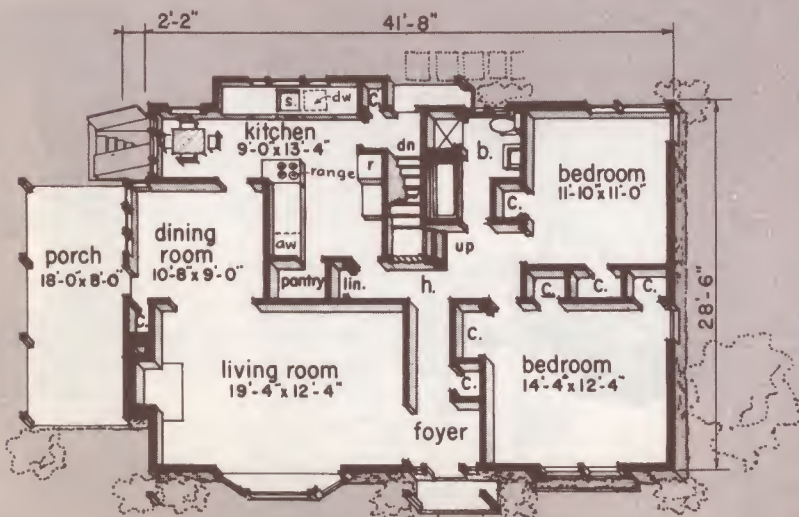
SIZE: Cu. Ft.
House 27,708
incl. 2nd Floor area
Excl. Porch



A HOUSE TO GROW IN



future second floor plan



first floor plan

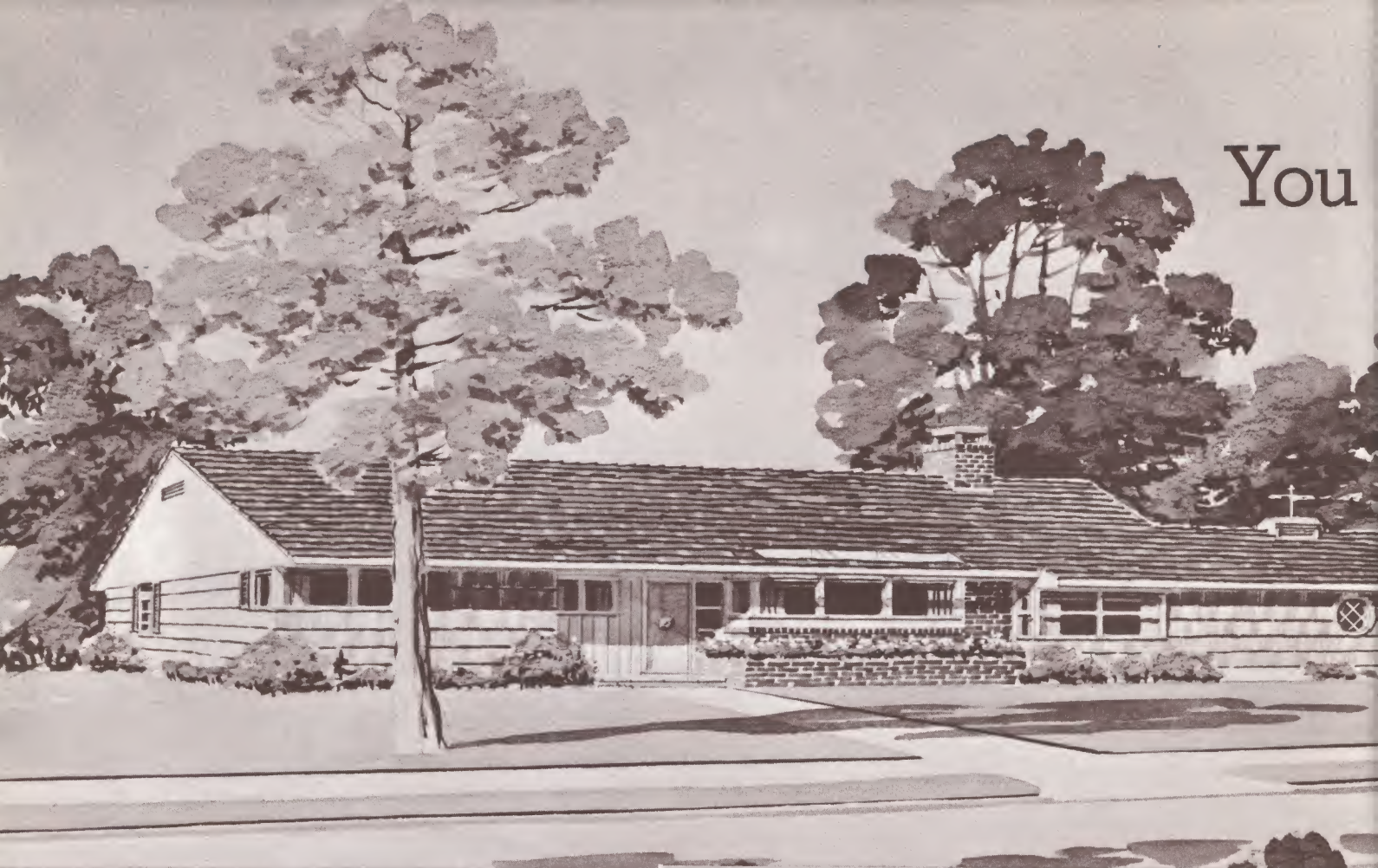
ARCHITECT'S NOTE: "A home designed for the needs of middle-income families—medium-sized, moderately priced, expandable in the future. Plan is basically rectangular, for construction economy. Central hall offers excellent circulation. Every desirable feature that contributes to comfortable and convenient living has been included."

TRADITIONAL exterior styling, modern interior planning, and expandability to fit all future needs sum up a home that represents true security for the average family. Starting out with five rooms on the first floor, this plan can be gradually expanded to include two more bedrooms and bath on the second floor. Handy, foot-of-the-stairs location of the main floor bath makes it convenient to serve the first bedroom added upstairs, and installation of the extra bathroom can be postponed until the fourth bedroom is needed.

Fireplace and large bay window are details that add charm to the living room. Window-walled dining room leads onto an ample porch where the family can enjoy meals served outdoors in fine weather. Deck above the porch serves as an ideal sunning and lounging area for a second-floor bedroom.

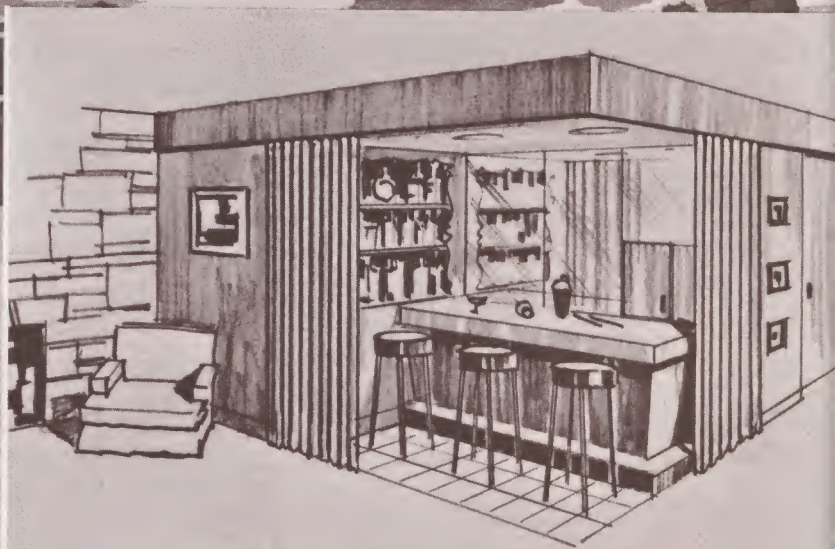
Spacious kitchen is big enough to serve the largest family, and there is a sunny breakfast nook in one corner. Along with ample cabinet and counter space and room for all manner of appliances, the kitchen has an honest-to-goodness pantry.

You



EXTRAS ADD LIVABILITY

LITTLE TOUCHES that add so much livability to all these plans are the result of careful study. The miniature bar included in this plan is a feature greatly desired by many families. It is just large enough to be useful, handy to the kitchen through pass-through at rear, and folding doors keep it completely concealed yet instantly accessible. Instead of a bar, the area can be readily put to such other uses as storage for movie screen and projection equipment, or card tables, chairs and other occasional-use items. Or it could make a fine TV and music center. As illustrated at right, bedroom sizes and shapes are designed to allow wide choice in selection and arrangement of furniture and room for a comfortable seat, a vanity or a desk in addition to the bare minimum of bed and chest in some homes.



Will Be Proud to Call This Home



ARCHITECT'S NOTE: "For the family that prefers the living room at the rear, a big-looking but moderate-size house for a corner lot or country acreage. Covered terrace and porch which surrounds the living room and connects up with garage, kitchen and basement service entrance adds extra livability and utility."

MODERN LIVING at its gracious and comfortable best is what this sleek ranch-style home offers. Bow window and fireplace wall are eye-catchers in the living room, which also has a "now you see it, now you don't" bar cleverly concealed behind folding doors. The split bath—actually a bath and a half—is well located to serve the bedrooms and to double as guest powder room as well. The kitchen uses efficient aisle-type design, and room for laundry equipment, home freezer and additional storage is provided along the third wall, around the corner from the sunny breakfast nook. Via the service entrance the kitchen is handy to the porch, for outdoor food service, and to laundry and garage, and it makes it easy for the children to run in and out for quick snacks and the like. Dad was not overlooked in this plan—instead of being exiled to the basement, a special bench and workshop area is set aside in the garage where he can tinker to his heart's content.

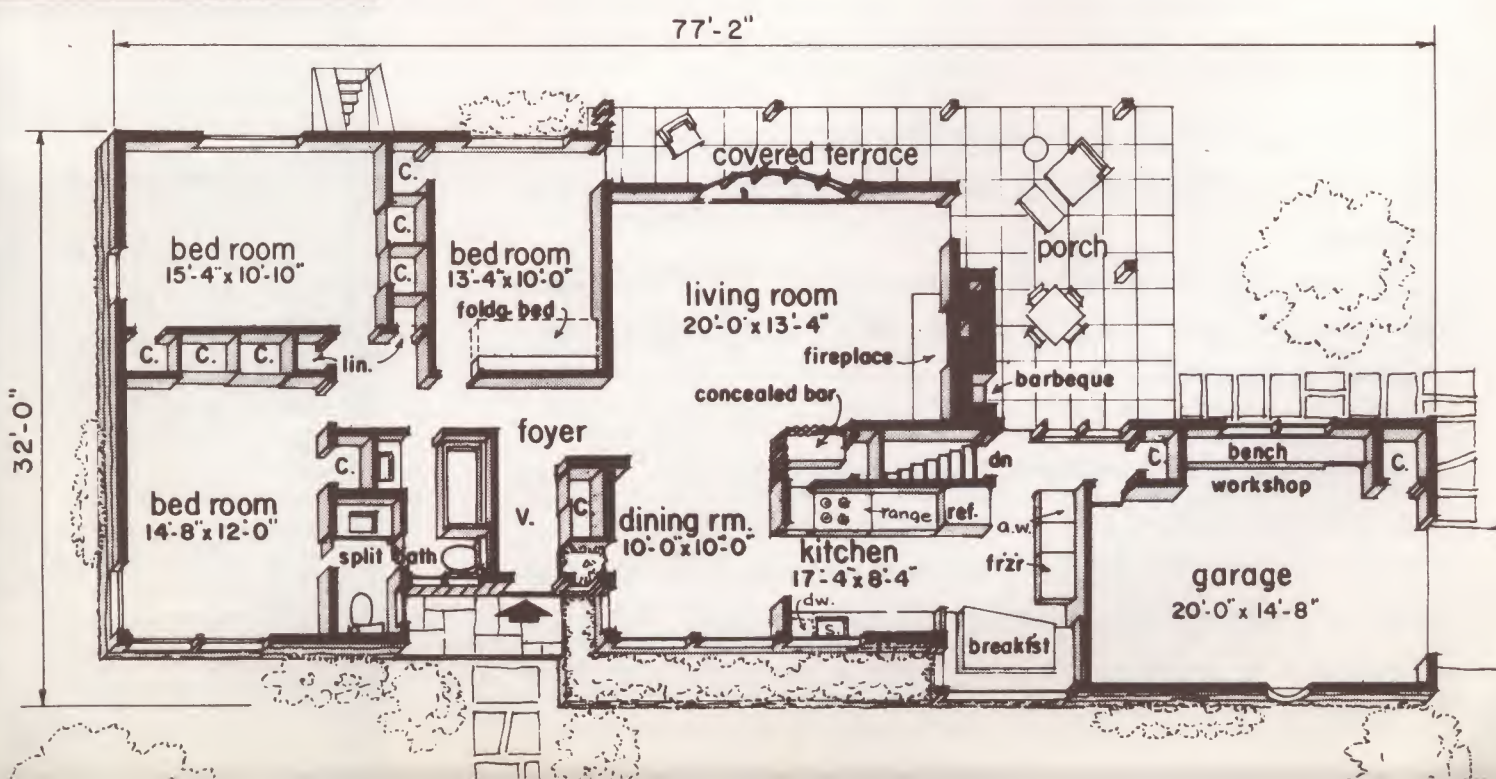
PLAN NO.

HM-397

SIZE: Sq. Ft.
House 1464

Front and Rear Porches 407
Garage 293

SIZE: Cu. Ft.
House 31,382
incl. Front and Rear
Porches. Excl. Garage



"Center"

YOUR PLANNING

MOST OF US have fond childhood memories of that wonderful place—the kitchen—and the delicious masterpieces that were created there by the busy womenfolk of the family.

But thinking of the back-breaking work and time needed to prepare yesterday's Thanksgiving feast, there were some negative aspects to the "good old days". The modern kitchen is as different from grandmother's or even mother's as a 1910 Maxwell is from today's latest car. Look at our efficient, work-saving automatic appliances . . . refrigerators, freezers, dishwashers, food waste disposers . . . designed with one primary aim—to make the hours spent in the kitchen the most enjoyable of the entire day for the homemaker.

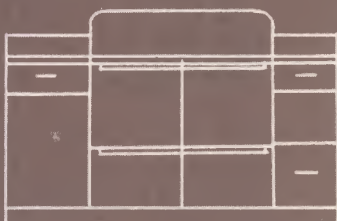
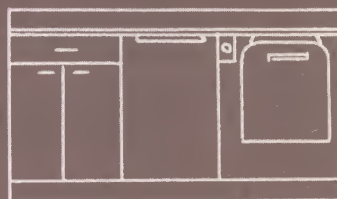
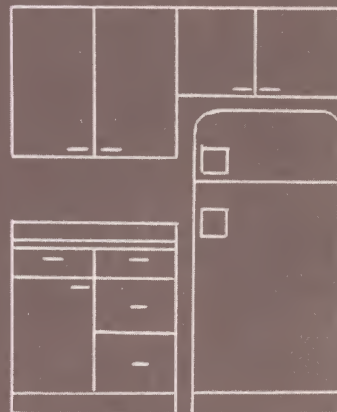
That's all fine—but STOP! There is still more to consider. What about storage? What about work surfaces? To start with, it is only common sense to store foods and utensils where they will first be used instead of spotting them at random anywhere in the kitchen. Good storage planning saves the homemaker thousands of steps a day and needless effort in her daily routine of meal preparation and cleaning up afterward. It takes an expert kitchen planner to arrange this part of the home to best advantage.

Plan Three Work-Saving Centers

Well-planned kitchens must include three basic "work-saving centers," shown at right, which flank the major appliances—refrigerators, sinks, and ranges.

Supplementing these three basic "work-saving centers" are others which the homemaker may add, such as space for utility supplies, brooms, vacuum cleaners, waxes, polishes, etc.

A more luxurious center is a planning center consisting of a desk or table built next to the end of a row of base cabinets. Although this center is not a "must" it will aid the homemaker in planning and filing her menus, ordering her groceries, and enable her to systemize all those extra functions which otherwise must be handled in some other room.



AROUND YOUR KITCHEN

it's the Heart of your Home

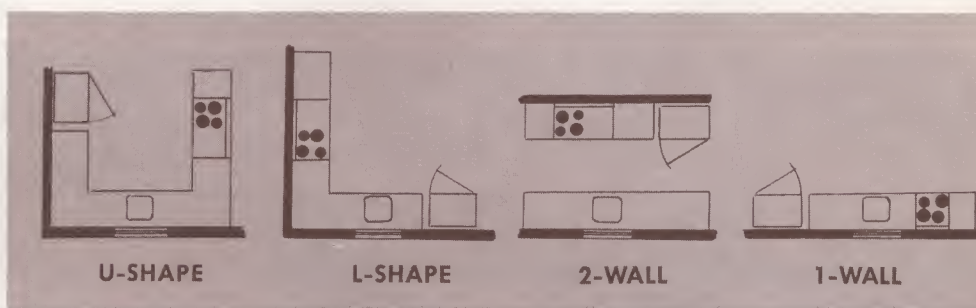


By: Jean Gould . . . Kitchen Planning Specialist—Hotpoint Co.

STORAGE AND PREPARATION CENTER

Storage for canned goods, packaged goods, flour, sugar, dry vegetables etc. The counter surface will most likely be used for mixing or in the first steps in food preparation. (It is very important to remember that the refrigerator door should always open on the side next to counter surface).

NOW LET'S PUT THESE three main centers together and find how we can develop an efficient modern kitchen. Basically all kitchens can be classified into one of the four typical layouts that are shown below:



CLEANUP CENTER

Storage for soaps, detergents, a garbage receptacle if there is no disposer, and towels if dishes are dried by hand. Foods are cleaned here also.

AS YOU CAN SEE, the most efficient kitchen is the unbroken "U" shape, but if a "U" shape is not possible, an efficient arrangement can still be had with "work-saving centers" separated, yet easily accessible to each other. Perhaps two centers can be connected. In this case, the cooking center can most easily stand alone, because less steps are taken between this than other centers. It is obvious to every homemaker how many more steps are taken between the refrigerator and the sink in meal preparation.

From these basic layouts stem the broken "U" shape and the broken "L" shape. These exist where the wall areas are interrupted by doors and other obstructions. Regardless of this, either layout will retain most of the basic essentials.

Key to Efficient Kitchen

So if you incorporate these three "work-saving centers", into one of the four types of basic layouts you have the key to a harmonious and efficient kitchen designed especially for you.

Typical of those little things that mean a lot is the under-cabinet fluorescent lighting which increases illumination where most needed, on counter tops and in obscure corners that otherwise tend to be dark.

Above wall cabinets it is always advisable to use furring—a false wall that fills the open space between the top of the cabinets and the ceiling. Not only is it recommended from a cleanliness standpoint because it encloses

the dust-catching cabinet top, but it greatly enhances the kitchen appearance; cabinets seem to be "built-in" rather than just hanging on the wall. The furring can as well house a ventilating fan with an exhaust duct running to an outside wall.

The breakfast nook and the breakfast bar have become the rule instead of the exception; planting areas, built-in ovens and cooking surface units all tend to radiate a warmth and offer a personal touch.

Laundry Space in Kitchen

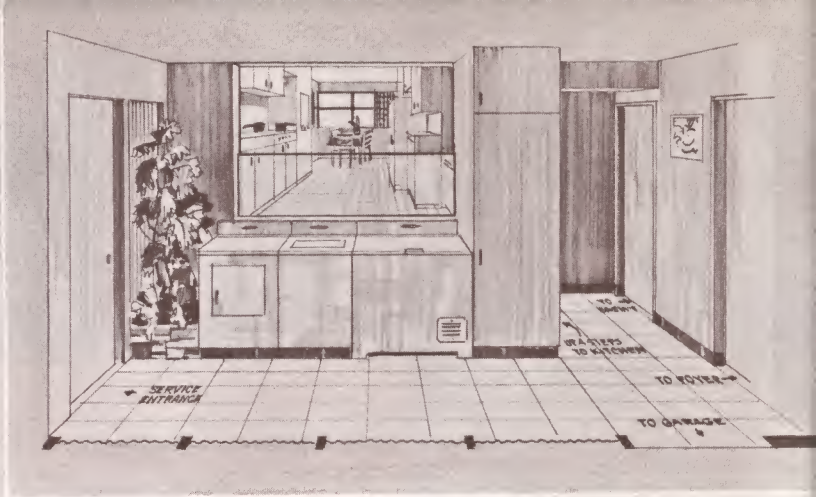
Just as the kitchen has blossomed into something wonderful, so has the laundry with its new automatic washers and dryers and ironers; in some cases it has found a spot of honor on the main floor and now is often found at one end of the kitchen. Naturally, the same basic principles apply to planning a workable laundry area as to planning an efficient kitchen. The equipment should be grouped in centers to include a storage and sorting center, a washing and drying center and a sprinkling and ironing center. The centers should be set in logical sequence.

Thanks to the untiring efforts of designers and architects, home economists, builders and appliance manufacturers, an unbelievable metamorphosis has taken place in the kitchen. Efficiency and cleanliness, beauty and charm are the heritage of today's homemaker, and modern appliances and good planning go hand-in-hand to give her the kitchen of her dreams.

COOKING AND SERVING CENTER

Storage for utensils and foods first used at the range—coffee, uncooked cereals, etc. Toasters, waffle irons, and other small appliances are stored in this area. It is important to have work surfaces on both sides of the cooking units. Store trays and serving dishes here too for your greater convenience.

Levels Are Split from Front to Rear for Easy Living



ARCHITECT'S NOTE: "Split-level home of unusual design provides extra livability at every turn. Costs are cut by stealing space from the basement at front grade level for a spacious entry foyer, powder room, second living room, and a good part of the garage."

LEVELS ARE SPLIT from front to back in a captivatingly styled home that makes more contributions to easier and better living than it seems possible one house could supply. The two-story front elevation raises the bedroom level for more privacy.

Main living area, at first-floor level to rear, follows the modern preference for open planning. Living and dining are combined in one huge room, providing complete flexibility for any type of entertaining.

Over-all spaciousness of the area is enhanced by the high cathedral ceiling, and there are several distinctive architectural features—window walls, a handsome Bermuda-type fireplace, and the charming balcony landing that leads to the bedrooms.

Down just four steps from the main living area is the extra living room, served by a lavatory that is equally handy as a powder-room for guests entering through the foyer. The second living room may be turned to almost any use—family living, hobbies, children's play, teen-age entertainment center, or extra space for the overflow from a big gathering.

An outstanding feature of the plan is the ease of movement through it. Note the number of entrances and easy traffic flow with just a few steps up or down.

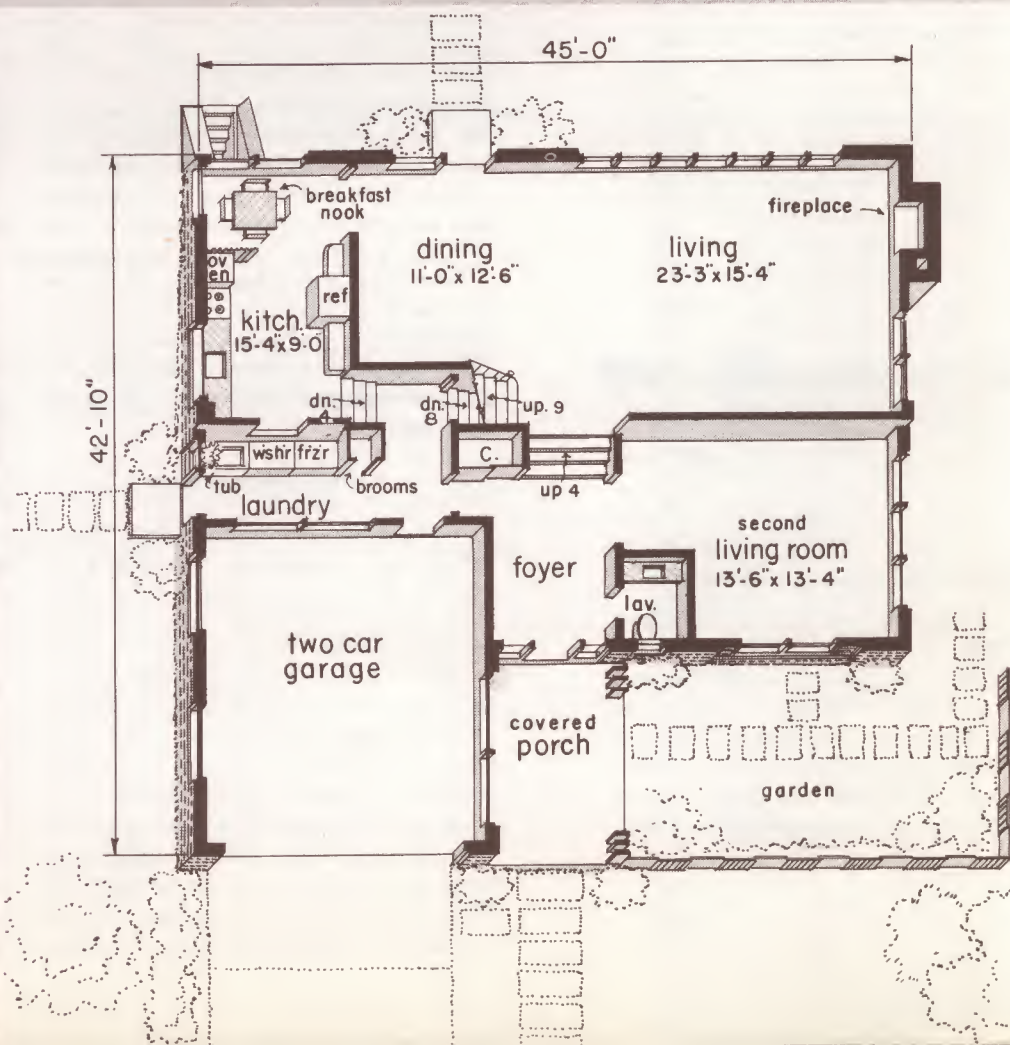
LAUNDRY arrangement, shown in sketch at top of page, is unusual and attractive. Wall opening above laundry equipment gives mom a clear view of what's cooking in the kitchen. Food freezer is also located in this area, just four steps down from the kitchen, and handy to both side entrance and garage when there are groceries to be carried in from car or outside.

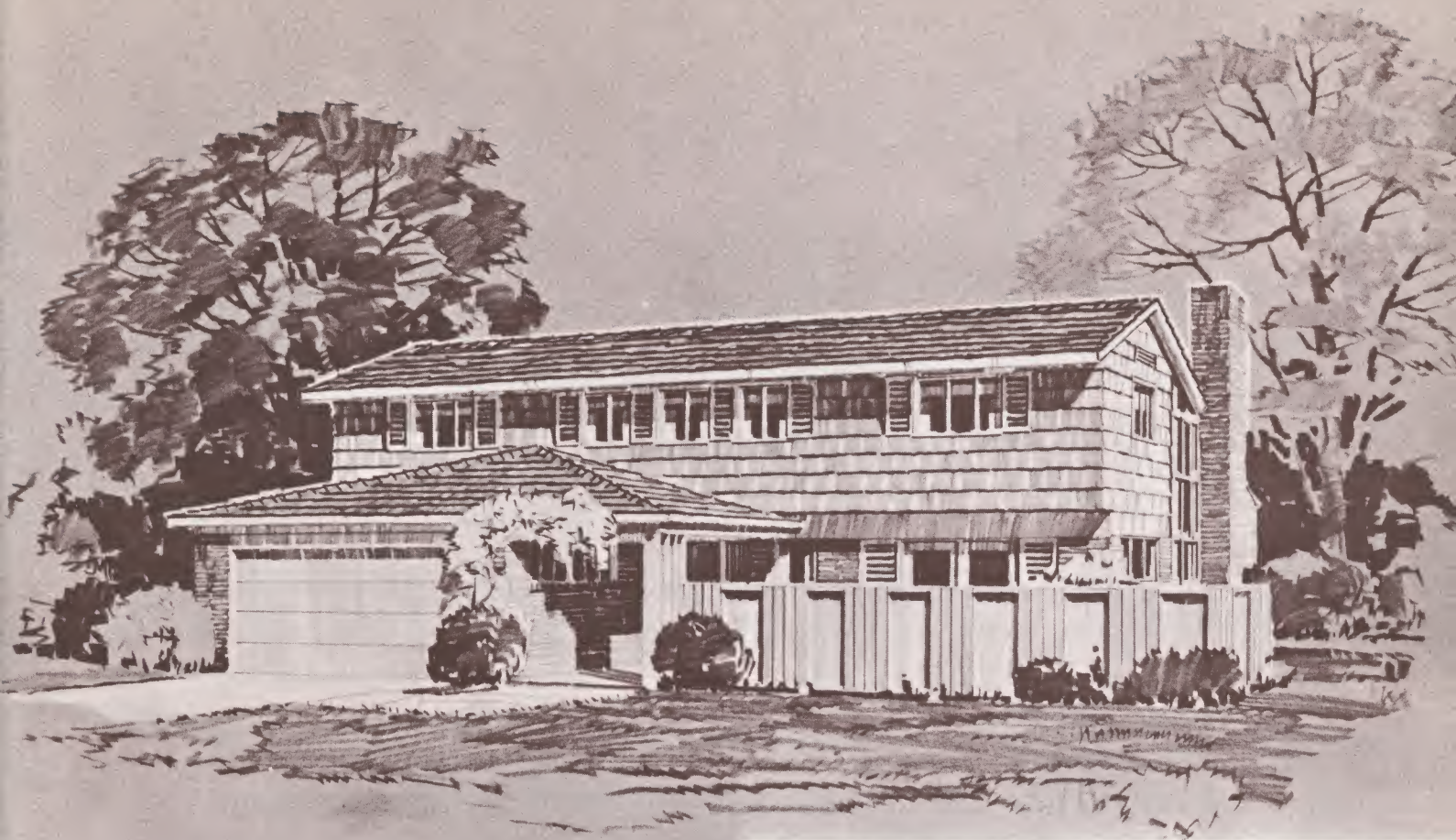
PLAN NO.

HM-433

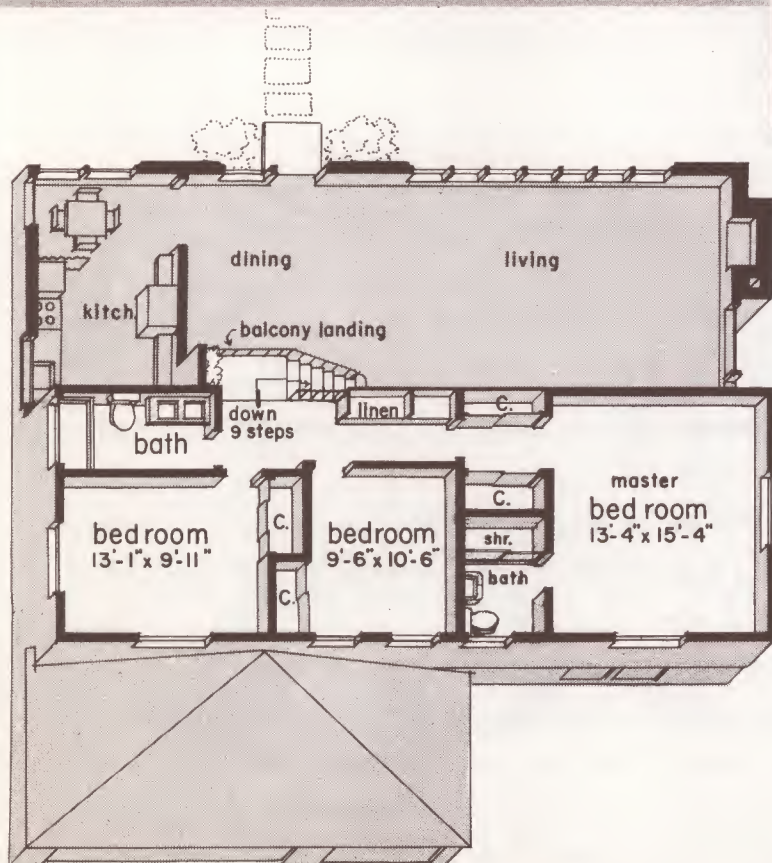
SIZE: Sq. Ft.
Bedroom, Living and
Foyer Level 1924
Garage 379

SIZE: Cu. Ft.
House 29,691
incl. Garage & Porch





SCALE MODEL, seen from the air at right, shows the attractive modern $1\frac{1}{2}$ -story ceiling height window that completes the fireplace wall in the living room. The model gives a good idea of how the various levels fit together, and how the front garden may be fenced in for privacy.

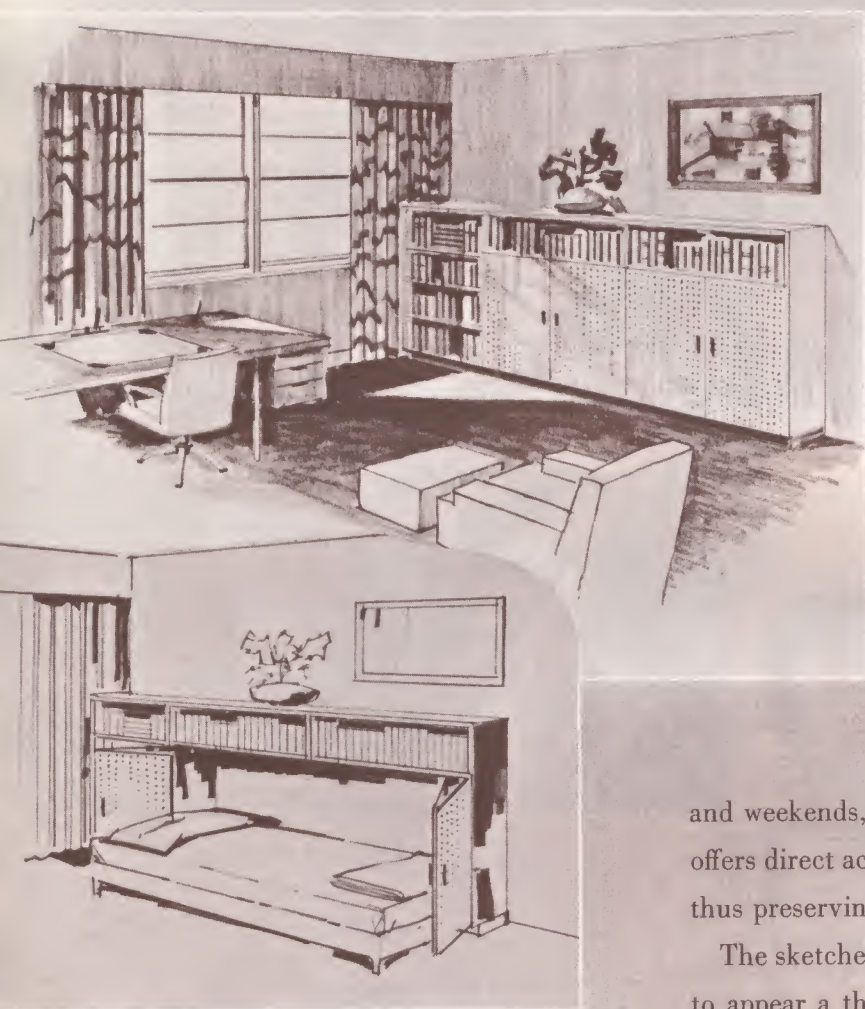


THREE-DIMENSIONAL plan layout at left shows the upper level to the front of the house, with its three bedrooms, two baths, and generous number of closets. Notice the balcony landing overlooking the main living area (detailed in plan on facing page). This plan fits above the one opposite, to give you a better idea of just how the architect "stole" space from basement.

Distinguished Ranch Dwelling

ARCHITECT'S NOTE: "This home was designed to give the family with a position to maintain a compact ranch house which will be a credit to their community and to themselves."

DISTINGUISHED EXTERIOR styling of this home skillfully combines stone masonry, vertical board siding and wood shingles, all blending gracefully into the low ranch lines. Thoughtful planning is evident all the way through the interior. A covered porch leads into a private foyer with access to the living room at left, and to a central hall, at right, which serves kitchen and bedroom areas. Living room has a large picture window overlooking the fenced-in garden and pool, and the fireplace and built-in book shelves form a dramatic center of attraction for the room. Rear porch provides a pleasant place for outdoor meals when it's nice, and protected access to the garage when it's not. Big kitchen is filled with work-saving quipment, has convenient breakfast area.



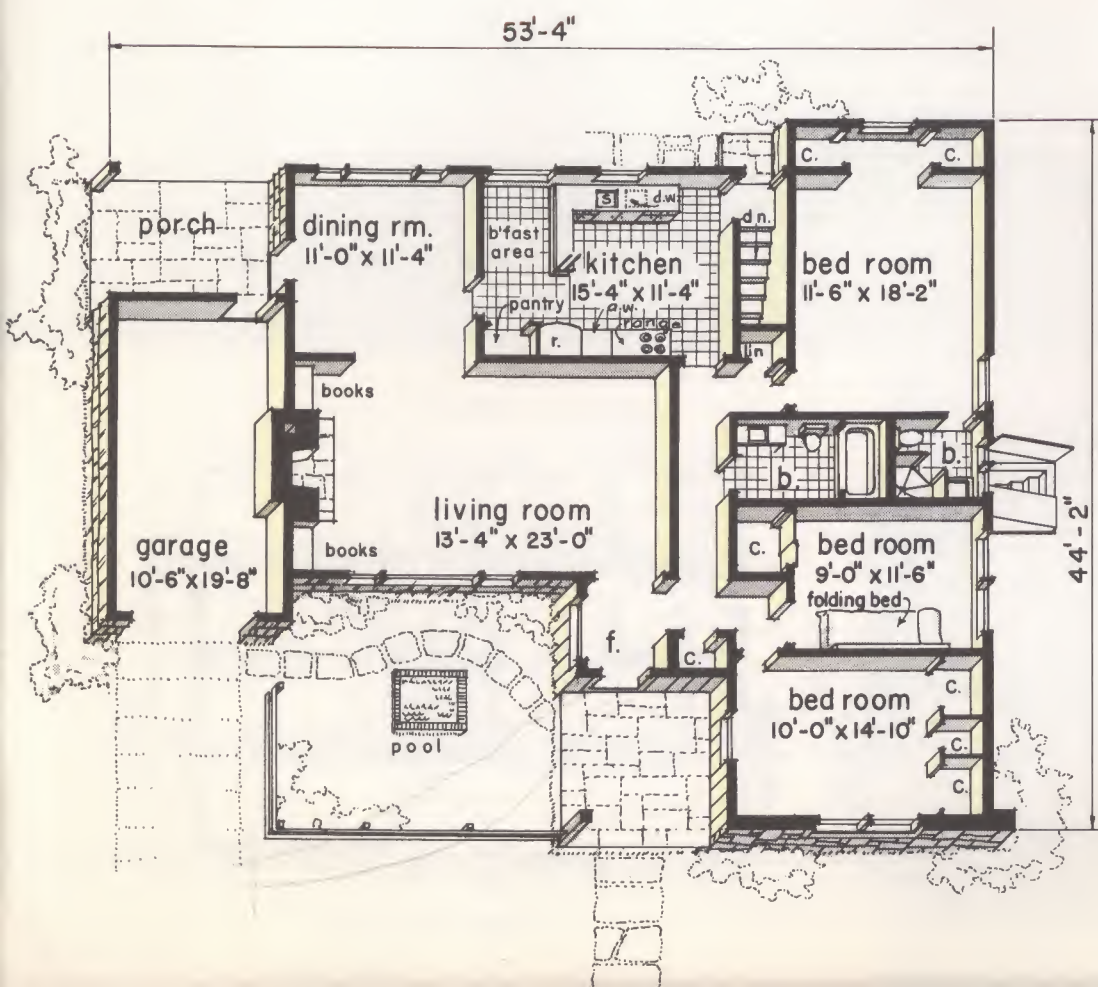
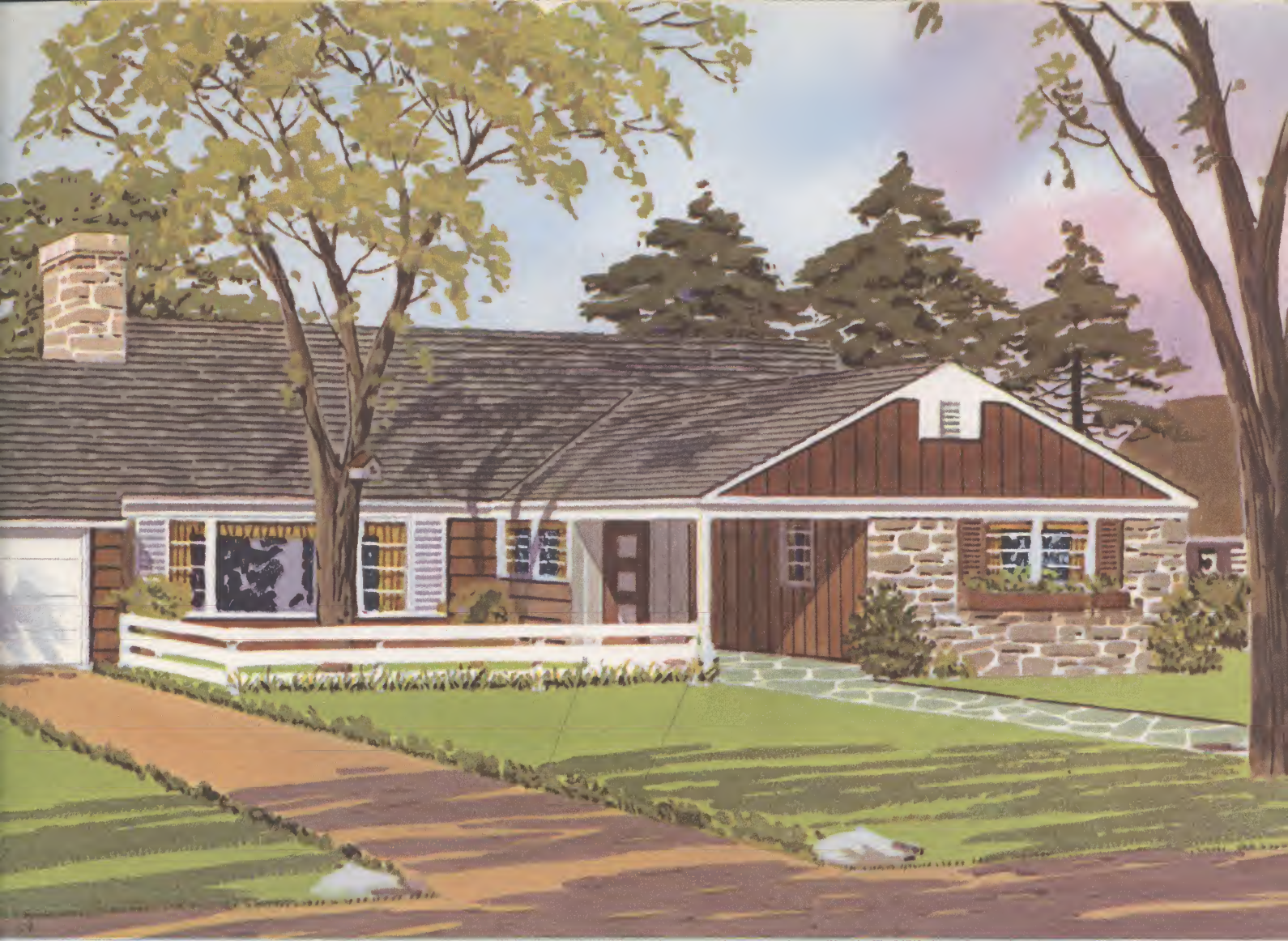
MULTI-USE ROOM ADDS FLEXIBILITY AND VALUE

THE HOME OFFICE is a vital necessity to many business and professional men, and the design shown on these pages is ideally suited to satisfy this need. Whether a man works entirely out of his home or merely has occasional business callers nights

and weekends, the small center bedroom indicated in the plan offers direct access from the front door through foyer and hall, thus preserving family privacy.

The sketches on this page show how this room can be treated to appear a thoroughly businesslike office and still serve as a hospitable guest room when the need arises. The attractive combination of cabinets with bookshelves along the top and

one side, shown in the upper sketch, looks like a perfectly normal part of the furnishings and gives no hint of its true purpose. Yet note in the second drawing how simply the bed unfolds from the cabinet to convert the room into sleeping quarters. Such a unit is easily constructed to house a single bed, as shown, or by omitting the upper shelves and extending the cabinet doors, it will contain a double bed.



PLAN NO.

HM-169

SIZE: Sq. Ft.
House 1420; Garage 220
Front and Rear Porches 174

SIZE: Cu. Ft.
House 29,110,
excl. Garage & Porches

THREE-DIMENSIONAL drawing at left offers a graphic, understandable picture of this well-planned layout. Note particularly how bedrooms have been separated from living area for greater privacy and quietness.



ARCHITECT'S NOTE: "Small house designed for real economy, achieved by squeezing the maximum amount of usable space out of the square and cubic foot coverage."

MORE FOR THE DOLLAR could very well be the theme of this plan, for nothing beats a square layout for low cost. Combine that with the use of an expansion attic, then double the square footage, at slightly more than \$1 per, by making full use of the basement. Add all this to absolutely minimum loss for hall space and the sum total is easy living at rock bottom cost; study this fine plan carefully.

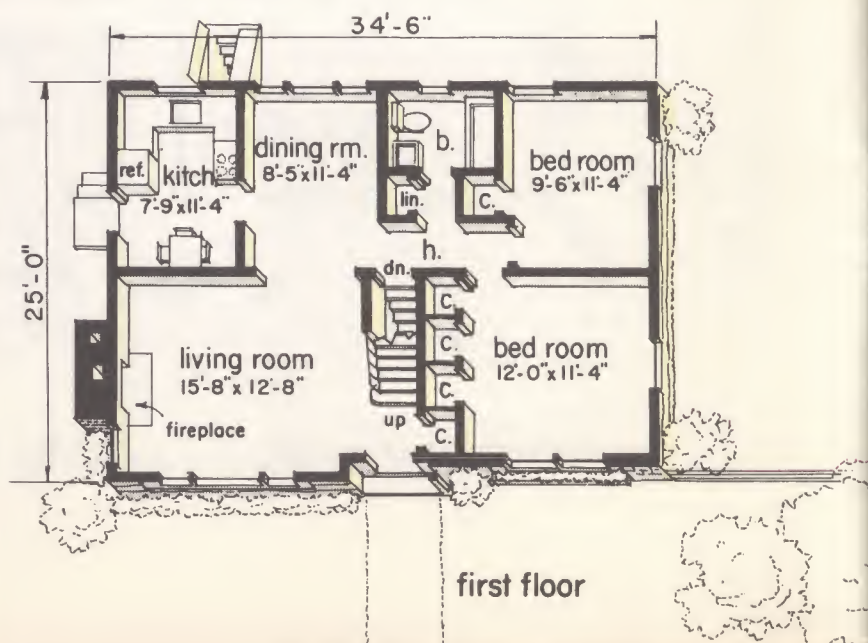
PLAN NO.

HM-273

SIZE: Sq. Ft.
1st Floor only 845

SIZE: Cu. Ft.
House 18,910
incl. 2nd Floor area

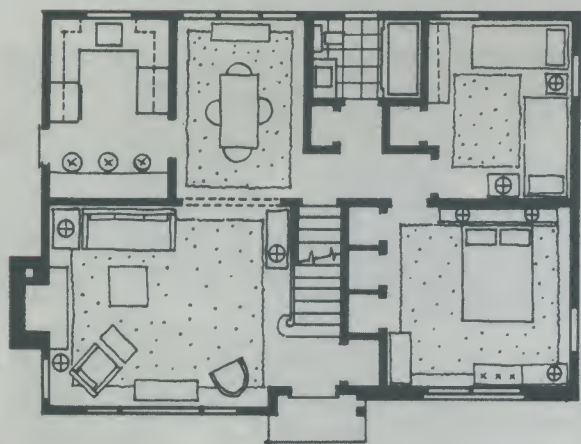
COMPACT square plan layout, at right, reveals how expertly the five rooms—living room, dining room, kitchen, two bedrooms, and bath, have been arranged for the first floor.



A PLEASANT blending of stone, wood shingles and plywood worked into vertical siding lends charm to this small budget home. Although a modest dwelling, the living room has a large picture-type window, and even a fireplace. All this can be fitted to a low cost site. Bedrooms are cross ventilated, and the kitchen with equipment arranged in U-shape for efficiency, has a convenient breakfast area. The second floor area, which can be finished on a do-it-yourself basis at some

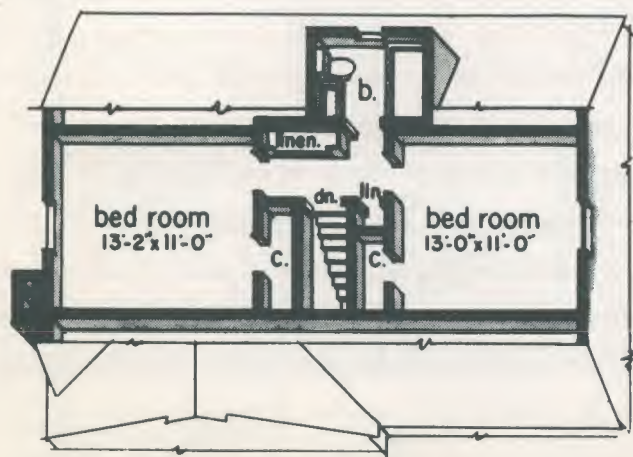
future date, adds two more bedrooms and an extra bath located so it hooks up to the same plumbing lines as the bath below, for economy. The basement portion offers an excellent potential for added livability, for it is well lighted by an especially large window in the entertainment and multi-purpose area, and, in addition, has space for a lavatory, powder room, laundry, workshop, and heater room. A steel hatchway provides access to the outside and saves traffic through the house.

Lots of Room at Low Cost

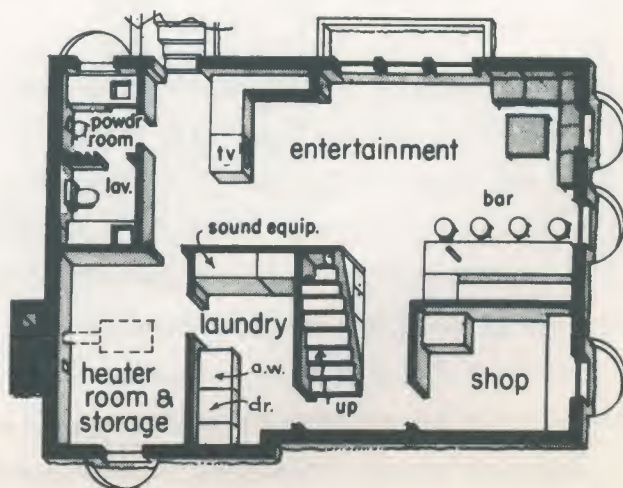


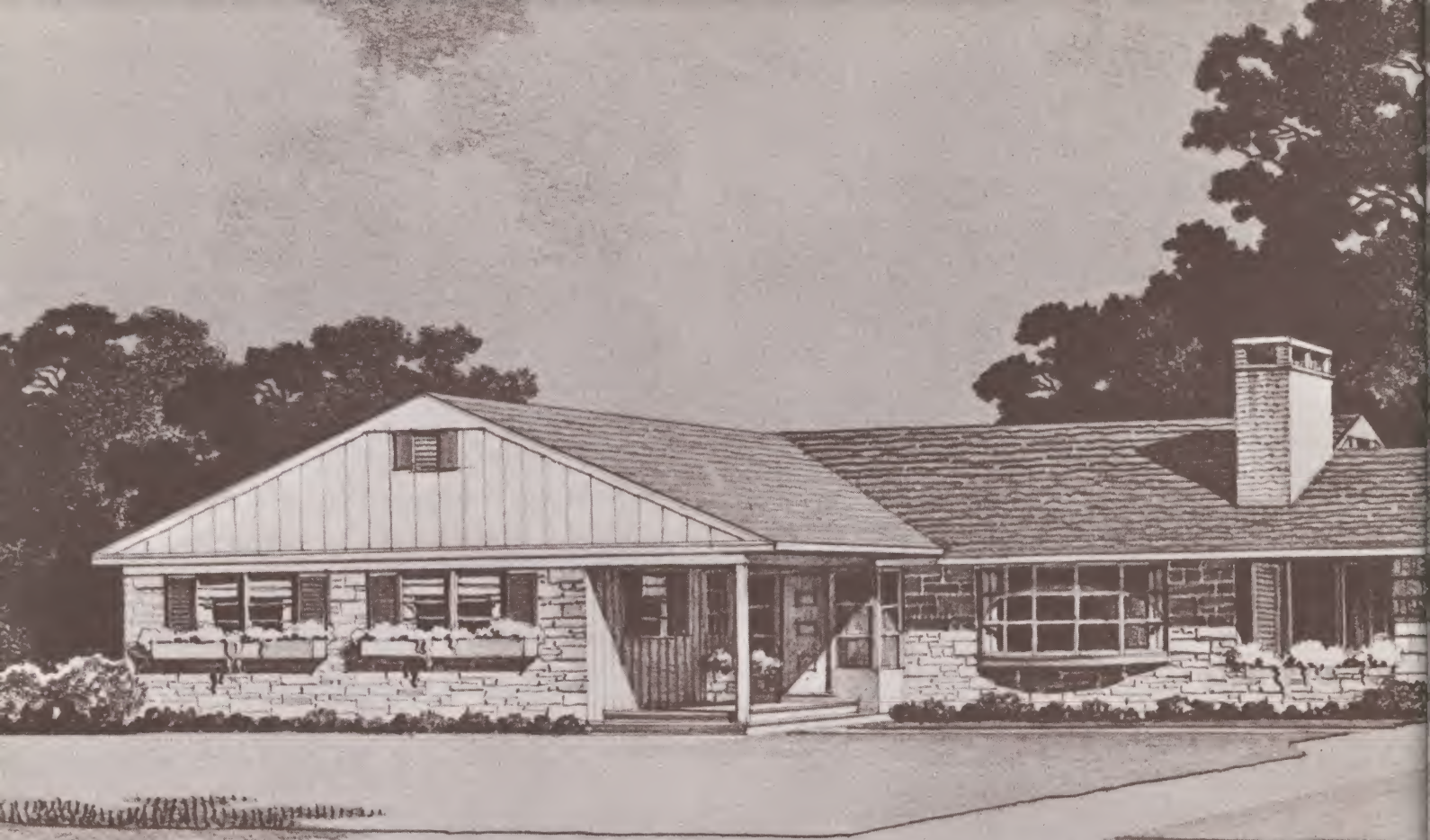
COMPLETELY DETAILED diagram of furniture arrangement is shown in sketch at left. Here an expert interior decorator has scaled in the complete furnishings to provide a graphic picture of how to obtain the most benefit from limited space. Note that traffic lanes are kept clear throughout every room in the house.

ADDED LIVABILITY at low cost is spelled out in the basement plan shown in three-dimensional layout shown below. Note the bar, the built-in cabinets and sound equipment, and many other delightful ideas for an enjoyable informal second living room. Sketch to the left below shows how expansion attic provides for two more bedrooms, an extra bath, and ample closets.



future second floor





PLAN NO.

HM-311

SIZE: Sq. Ft.

House 1999

Porches 270; Garage 491

SIZE: Cu. Ft.

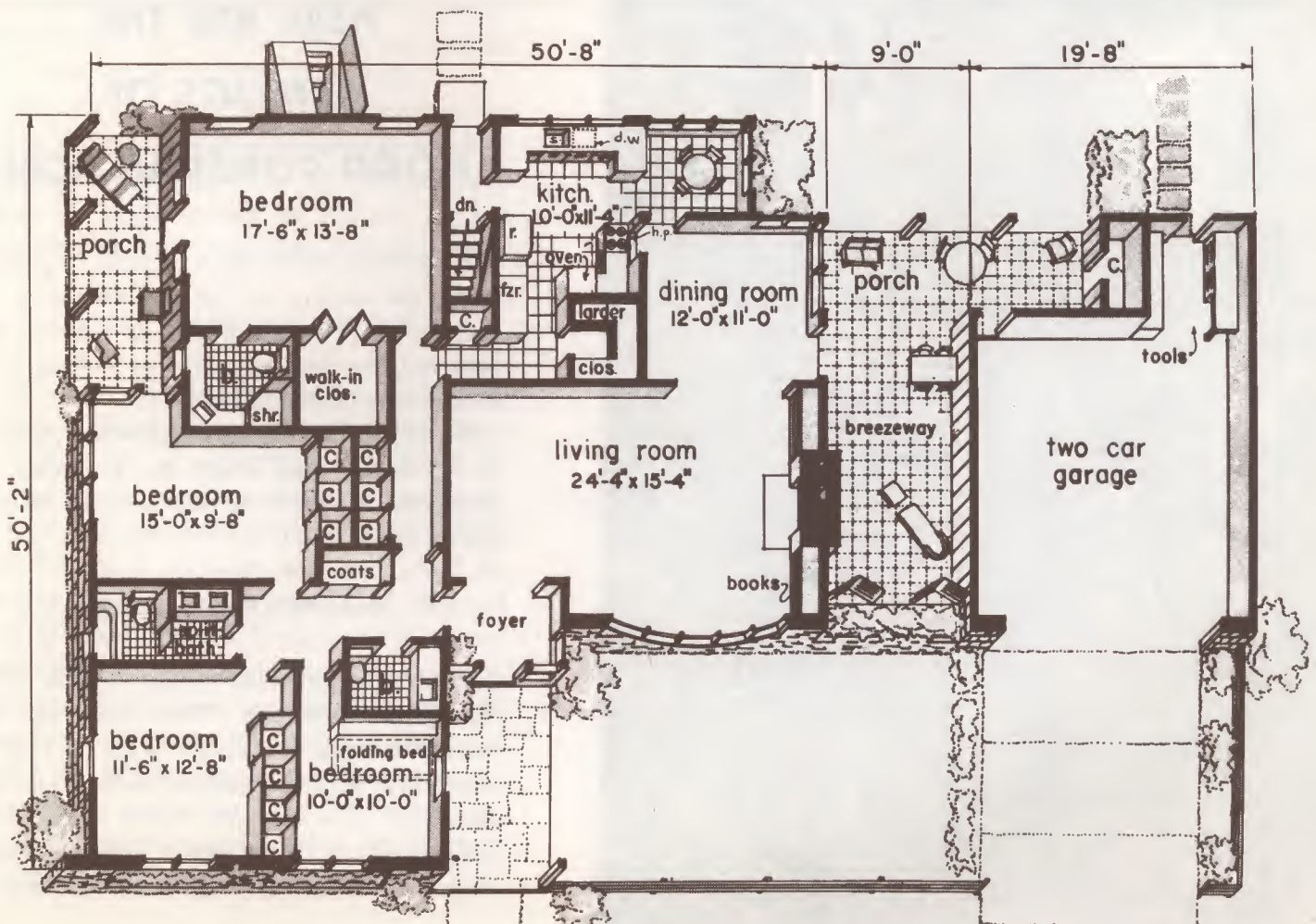
House 40,781 incl. Porches
Excl. Breezeway and Garage



OUTDOOR LIVING is offered so many pleasant and attractive facilities in this home plan that the exterior views—front elevation in artist's drawing at top of page, rear view in scale model photograph at right above—hardly begin to tell the story. The sheltered porch and garden terrace at rear is an extension of the large breezeway between garage and house. It has easy access to living room, dining room and kitchen. On the street side the breezeway is given greater flexibility through the use of folding shutters. These can be opened wide, for lots of light and air, or closed for privacy or protection against the elements, without cutting off the flow of air. At rear of garage and porch two storage areas have been provided, one an ample closet for games and gardening equipment, the other a compact arrangement for tools and workbench. Another covered outdoor porch provides the bedrooms with a quiet and restful place to lounge on warm evenings and lazy weekends.

A black and white photograph of a small, white, shingled building with a gabled roof and a small cupola on top. The building is surrounded by trees and a lawn.

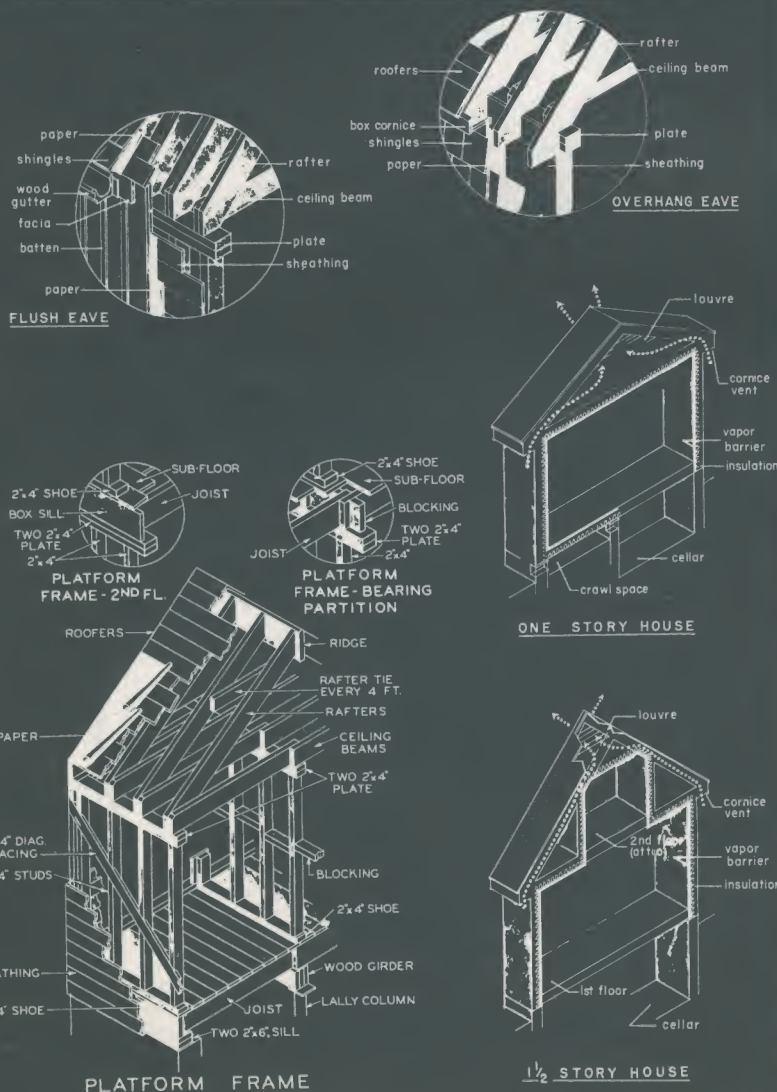
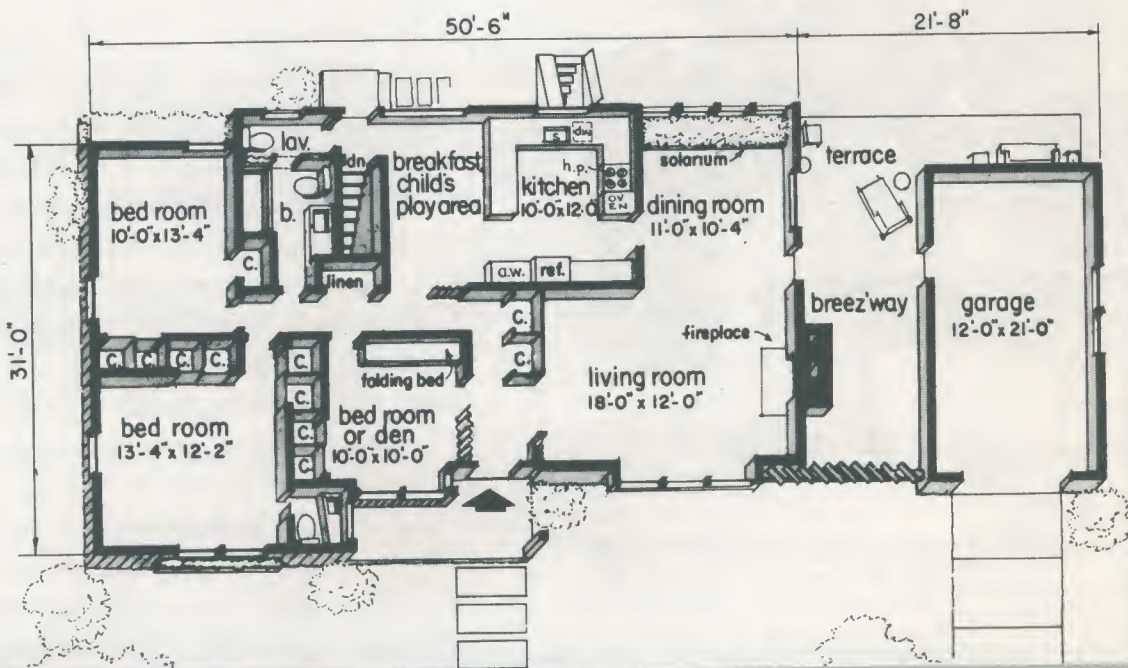
FOUR BIG BEDROOMS and two and a half baths take care of the requirements of a large family or furnish extra quarters for entertaining weekend guests in style. There's room for gracious living both indoors and out, and all the facilities that make life easy. Capacious coat closet and half-bath are conveniently located beside entry foyer. Living room is distinguished by an impressive bow window, a handsome fireplace surrounded by tiers of built-in bookshelves, and has two unbroken walls to make furniture placement easy. The kitchen has built-in oven and range-top units; freezer and walk-in pantry keep plenty of food and supplies on hand.



VERSATILE, WIDE AND WESTERN

ARCHITECT'S NOTE: "The aim here was to achieve the extra long, low western look of true ranch styling, with interior planning emphasizing flexible-use areas."
VERSATILE PLANNING is evident in the way the living area can be expanded to take care of large-scale entertainment. The den, with its inconspicuous folding bed arrangement, can be opened to foyer and living room to provide more than 30 feet of party space. The well-sheltered breezeway adjoining further expands the living space available for the family and their guests.

PLEASANT OUTDOOR living is close at hand on the spacious breezeway and terrace. Movable vertical louvres at the front capture cooling breezes and preserve privacy. Solarium at rear of dining room is another touch that virtually brings the outdoors inside.



HERE ARE THE ELEMENTS OF GOOD CONSTRUCTION

BUILDING can be done properly to provide maximum beauty, comfort and durability, or corners can be cut to save on cost. But in the long run the changes may very well sacrifice both comfort and durability.

No matter what type of construction you may finally decide upon there are a number of important construction elements that should not be bypassed.

Start with a Good Foundation

First, it is important to have a good, solid, waterproof foundation. These plans call for basements with foundation walls of poured concrete or concrete masonry, with an exterior treatment of waterproof mastic, preferably with membrane for strength, or cement-sand parging to assure water tightness. Basement or

WESTERN RANCH appearance is enhanced by an exterior finish of pressed wood that simulates vertical board siding, a bit of masonry across the front of living room and breezeway, and wood shingles used in gable ends. Interior design features include: split bath handily located to serve bedrooms, rear entrance, kitchen and basement; private lavatory for master bedroom; and an even dozen ample closets. The kitchen is a joy, with cabinets and counter work area on all four sides and room to include dishwasher and freezer as well as the normal fixtures.

PLAN NO.

HM-400

SIZE: Sq. Ft.
House 1351

Breezeway and Porch 343
Garage 275

SIZE: Cu. Ft.
House, 25,669,
exclu. Breezeway
and Garage

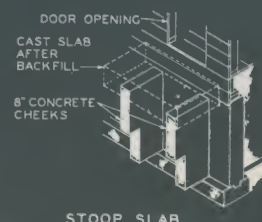
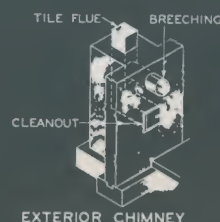
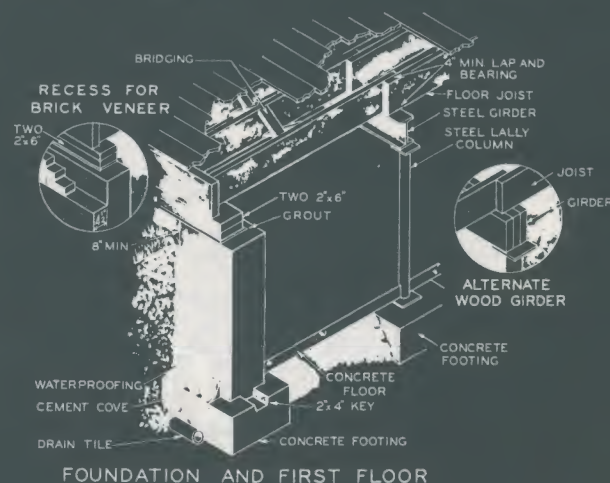
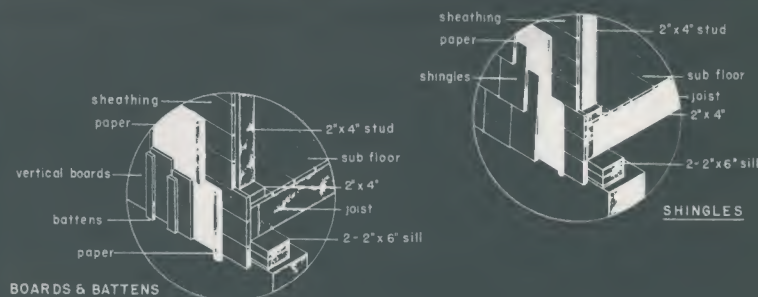


not, the concrete foundations should be carried below the frost line so that freezing and thawing will not effect the stability of the walls.

Secondly, whatever type of construction you select, the walls should be insulated thoroughly. Although insulation adds to cost, it saves many times the initial outlay in reduced heating expense and greater comfort, over the years.

Brace Frame for Lasting Strength

On these pages you may study some of the details essential for a well built frame house (complete set of construction drawings included in plan package shown on last page). You should note particularly how all vertical and horizontal members are made rigid by bracing. The studs are secured by diagonal bracing and horizontal blocking. (Rafters are tied together by cross braces). Veneer construction is the same, including exterior wall sheathing and waterproof paper; but instead of board or shingle siding, a single width of masonry is carried up from the foundation, leaving a narrow space between the masonry and the sheathing for ventilation.

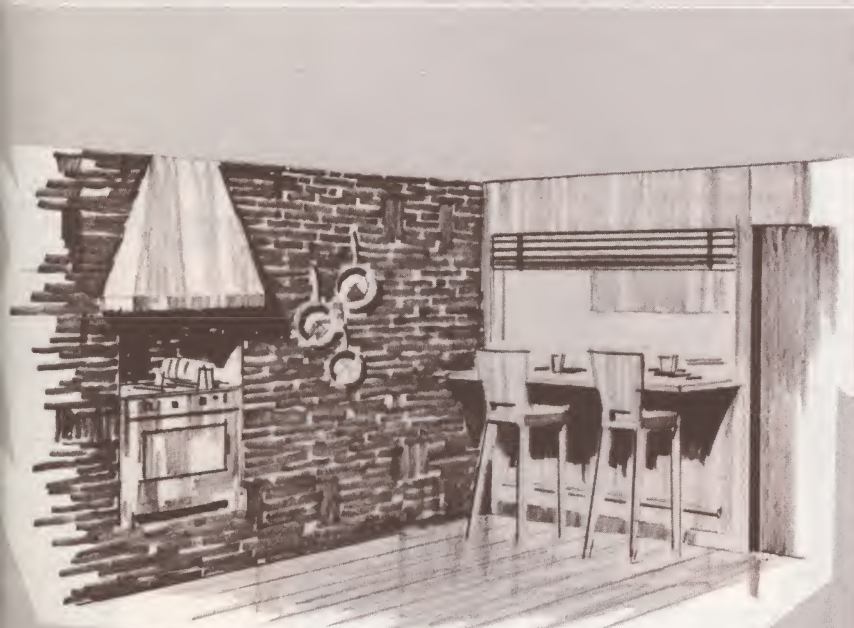


Turns Work Into Play

ARCHITECT'S NOTE: "This house faces up to the facts of life by placing special emphasis on an extraordinarily workable kitchen, a mud room for a quick clean-up after outdoor work or play, and one room adaptable to any purpose."

EVERYTHING ABOUT this house is designed for better living. The efficiently planned kitchen puts plenty of work space beside the sink, eye-level oven, countertop range, and refrigerator. Convenient breakfast bar would delight any mother. So, too, would the dining room with built-in china cabinet and the adjoining super-size, glazed-and-screened porch where the family may relax and many a pleasant meal will be enjoyed.

BIG RECEPTION hall makes this home impressive immediately upon entering. Fireplace and bay-type picture window add warm charm to the spacious living room. Folding partition between living and dining areas makes it possible to enjoy the advantages of a separate dining room and of a single large room as well. All three bedrooms fit the master category, and each is outfitted with four closets. The largest has a corner window with view of the garden and direct access to the covered porch. Mud room has large vanity-lavatory and closets.



HANDY BARBEQUE in multi-purpose room, shown in sketch above, does away with any cares about the weather when planning on a picnic. Here, tasty hot snacks can be prepared and carried out to the adjoining covered rear porch or be equally enjoyable indoors at the convenient breakfast bar. Picture at right shows how built-in vanity-lavatories add beauty and utility in the bathroom.



Popular Split-Level Design Offers Convenient Living

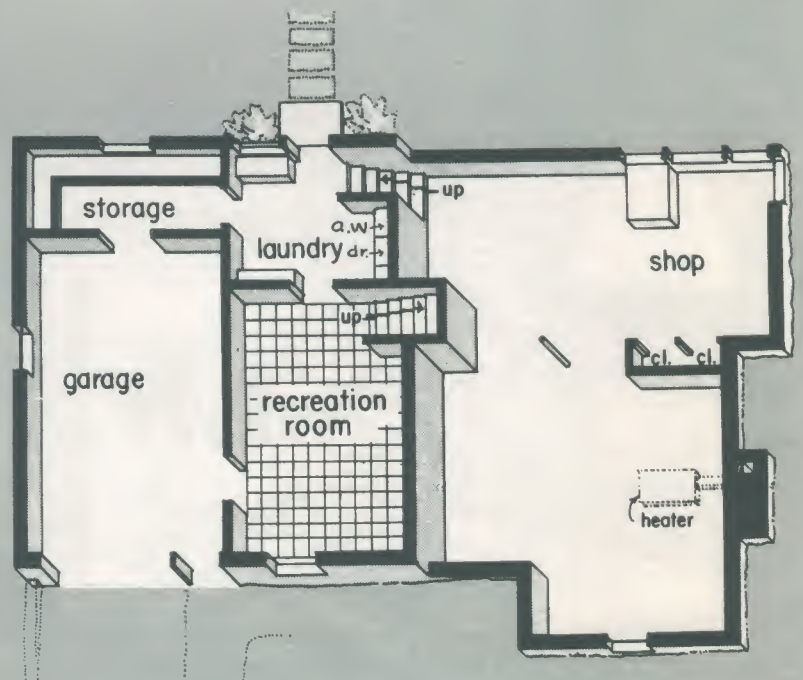
ARCHITECT'S NOTE: "A side-to-side split level design provides a low-cost dwelling, with convenient living achieved by paying just a little extra attention to grading so that two levels are but a step from the outdoor areas."

GROWING POPULARITY of the split-level styling needs no further explanation than a study of the advantages of this well-planned home. The raised left half sets the garage, recreation room, laundry and storage area handily at grade. A second level, up six steps, encompasses the kitchen, dining and living rooms, porch and foyer, which, by proper grading, also are conveni-

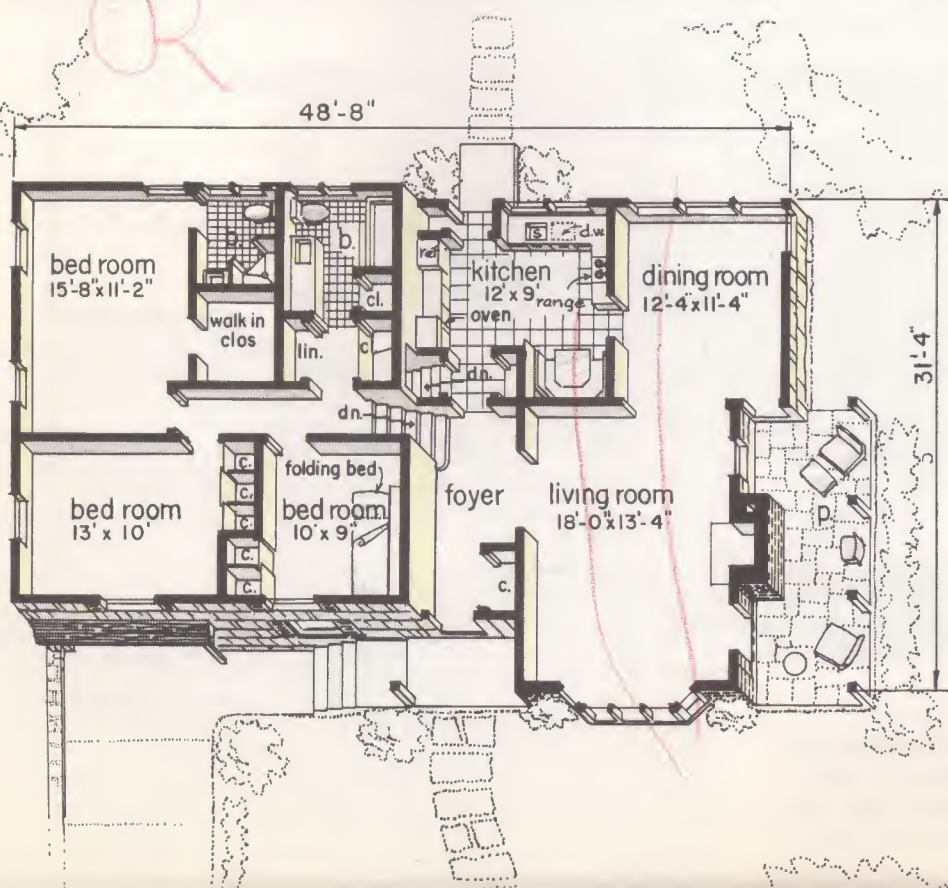
ently but one step from the outdoors. However, with another six steps up to a third level for the bedroom wing, there is the much wanted second floor privacy and greater sense of security for this portion of the house. The spacious layout affords three bedrooms, including the master suite which has its own bath and a big walk-in closet. A second bath serves for general use. Note the large living room with charming fireplace and bay window. Also, the work-saving kitchen packed with up-to-date equipment, including eye-level oven and separate countertop range. The attractive exterior is result of a pleasing blend of brick, wood shingles and plywood.



PICTURED above is the recreation room, attractively arranged to serve a great many family uses, including TV viewing, and informal entertaining for youngsters and adults as well.



SKETCH above shows the grade-level layout for garage, recreation or second living room, storage section, and laundry room with convenient access to outside. Six steps down is the large basement area providing space for a big workshop and heating equipment.



PLAN NO.

HM-322

SIZE: Sq. Ft.

Living and Sleeping
Levels 1327, Porch 139

SIZE: Cu. Ft.

House 27,376 incl. Living,
Sleeping, Recreation and
Cellar Levels and Porch

EXCELLENT LAYOUT at left offers a side porch with easy access to both the living and dining rooms, making it an ideal spot for entertaining on warm summer evenings. Note among other things, the covered front entry and rear vestibule for protection in bad weather, and large foyer provided for entrance privacy.

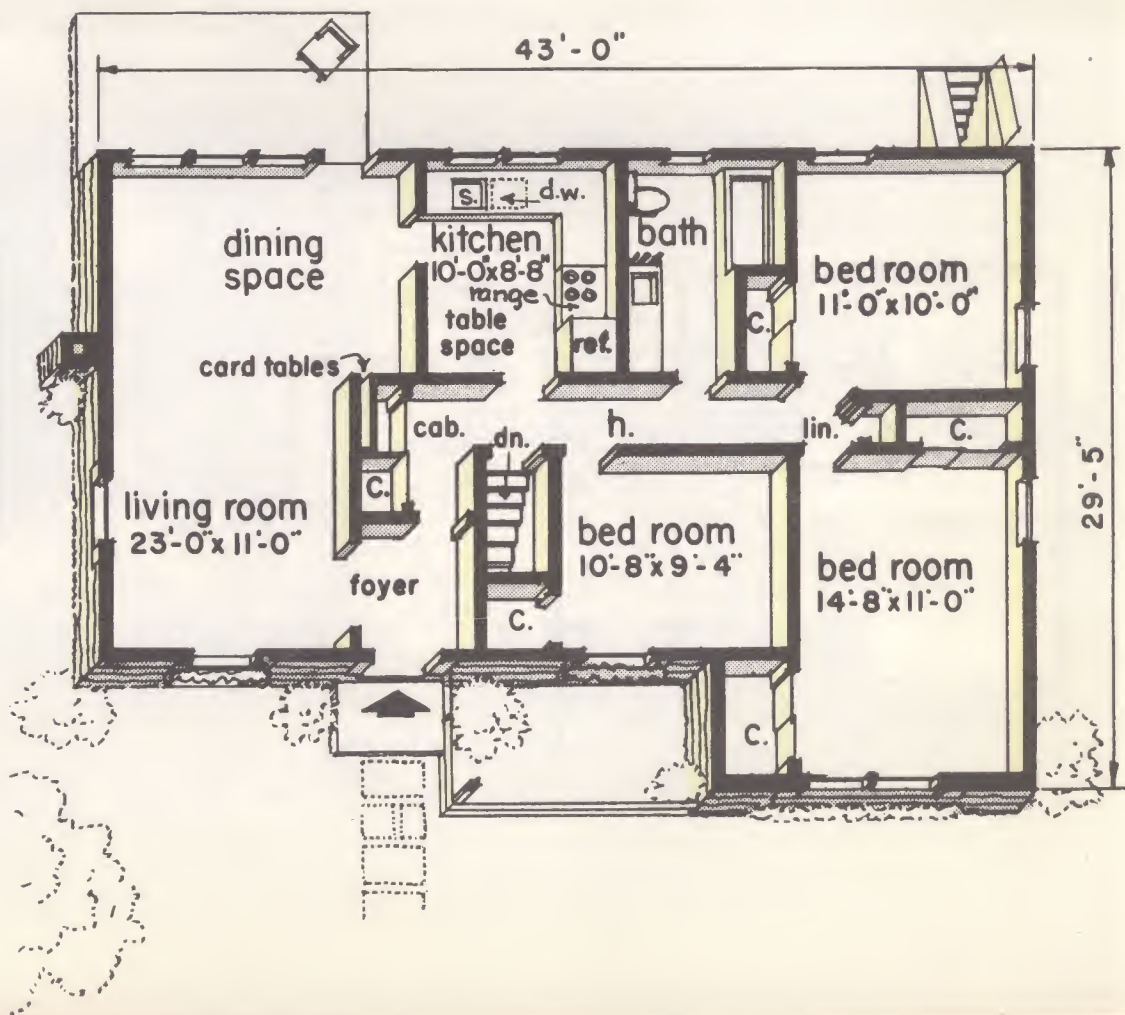


PLAN NO.

HM-158

SIZE: Sq. Ft.
1099 Total

SIZE: Cu. Ft.
21,980 Total



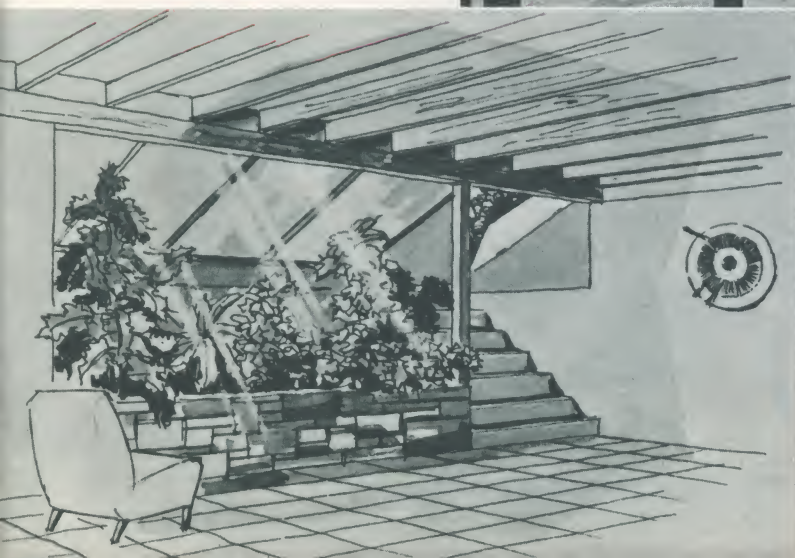
Make Your Dollars Go Farther

ARCHITECT'S NOTE: "Economy ranch home with a number of special features that add little to cost but much to livability. Center and cross halls avoid the wear and tear of cross-room traffic and add privacy to every room."

PRIZE WINNER of the National Home Builders Convention, this attractive one-floor home contains several features seldom found in a medium-sized house. Large combination living-dining room provides maximum spaciousness and flexibility for entertainment.

NOTABLE FEATURES of this plan include specialized storage for card tables in the living area; large wardrobe closets in each bedroom; low-cost screened terrace at rear; and a glamorized basement that doubles the livable area of the home. Kitchen is compact, with work and storage space arranged in an efficient L-shape, and includes a feature desired by nearly every family: eating space. The single bathroom is large and handily located to serve all areas of the house; it contains an eye-catching, huge built-in vanity-lavatory.

PICTURED at right is the delightful screened-in terrace that adds outdoor livability to the many advantages of this house. This is a low-cost way to enjoy sun and cooling breezes and would be a project made to order for the handy do-it-yourself home owner to build.



CHARMING SOLARIUM shown in sketch at left is another feature calculated to contribute extra livable area to this plan. It adds a touch of drama and of daylight to create here a cheerful general purpose basement room.



PICTURE at left illustrates the warm charm that can be created by proper handling of interior furnishings. Here is corner bedroom of this house, furnished with a modern style full-size bed, night tables and lamps. Note how colorful matching bedspread and drapes are used to set off the straight modern lines, with plain window panels accenting the corner arrangement.

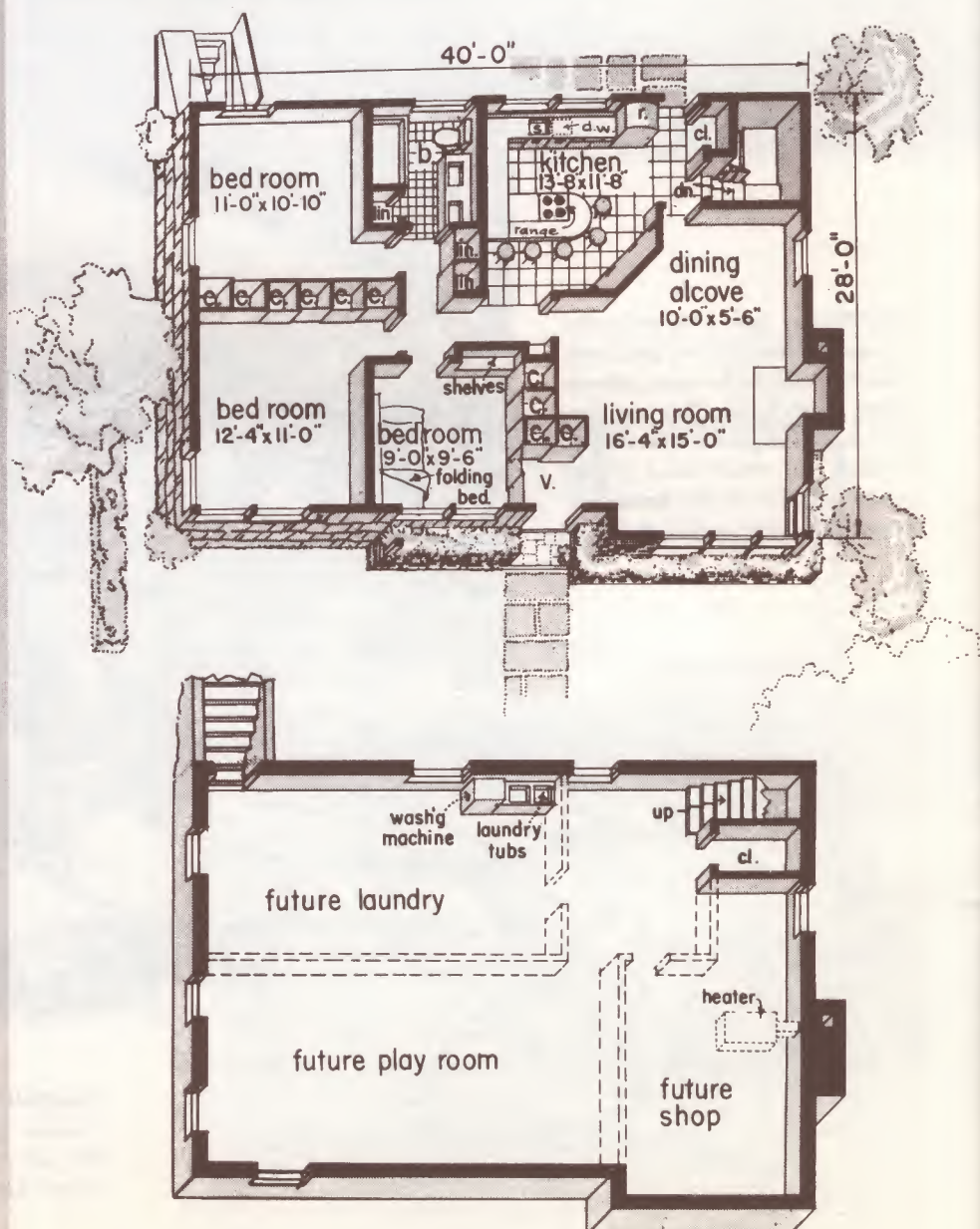
PLAN NO.

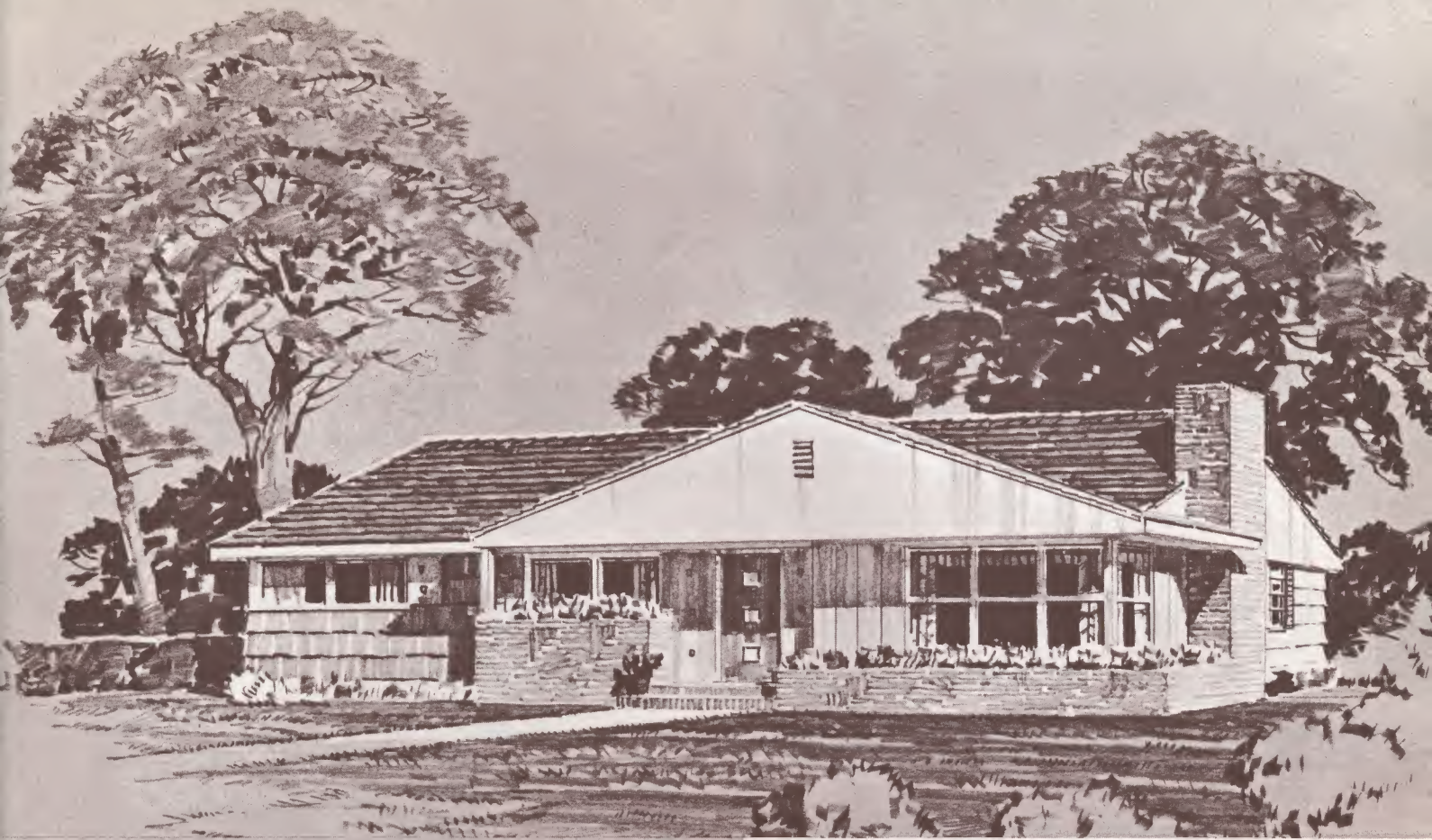
HM-274

SIZE: Sq. Ft.
1065 Total

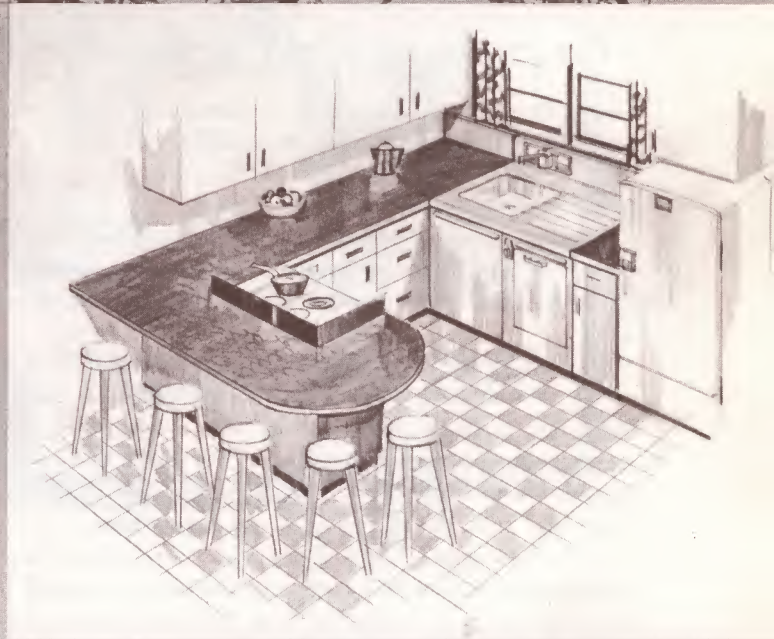
SIZE: Cu. Ft.
19,702 Total

EXCELLENT POTENTIAL for added livability is provided by the basement shown in plan at right. Light broken lines are used to indicate how future rooms can be set up. Laundry area is spacious, with wash tubs and ample room for clothes drying during bad weather. The workshop and heating equipment are set apart, while the balance of available space is used for recreation and general-purpose room. Note in plan of main living area how a folding bed is provided in the third bedroom so that it can also serve as a study or a den.





Small Ranch Home Packs Maximum of Livability



ARCHITECT'S NOTE: "A small ranch house designed with minimum of waste space and maximum usable area to spell out economy."

CHARMING EXTERIOR of brick with wood shingles is enhanced by attractive built-in flower planters across the front and down the side to the chimney. The excellently planned interior is highlighted by a step-saving kitchen with a cleverly arranged breakfast bar surrounding a modern counter top range, (shown in sketch above) where food can be kept warm and still within easy reach. A good-size living room with fireplace and broad corner window arrangement adds a luxurious touch to this compact dwelling. Note that closet space is not overlooked, and in fact was used to advantage as area dividers.

SELECT MATERIALS AND EQUIPMENT TO GIVE BEST VALUE

CHANGES AND IMPROVEMENTS in the field of home building are paced, to a very great extent, by a stream of new materials and equipment, all aimed at better and easier home living and increased dollar value besides.

Wood and masonry still form the backbone of the home, but they are now supplemented with new materials that add new functional value, increase durability, are more attractive.

For the exterior there are new siding material both in panel and shingle form, of various compositions. The familiar asphalt shingle has acquired new virtues. It is now available in light pastel shades that reflect light and heat to ward off the hot summer sun.

Improvements in Windows and Doors

Then, too, take a look at what is happening to old notions of how to admit light and air. The latest idea is sliding aluminum windows. These have no wood to swell and stick, never become frozen shut from painting, never need puttying. Best of all, no lift and tug to open them—sliding windows always carry their own weight.

Innovations are changing interior appearances to an even greater extent, and new products for greater comfort and livability inside the house are being brought forth almost daily.

Doors now are outstanding features, beautiful in themselves. The modern flush door with its handsome natural hardwood graining not long ago was a luxurious touch confined to the plush pocketbook. Now the cost has been brought down to the level of the common pine or fir panel door, and flush doors now show up everywhere.

Accordion-type folding doors add convenience, as do sliding closet doors, for both save the space required for the sweep path of a swinging door. Sliding doors are much in evidence in completely prefabricated closet units and, on a larger scale, there is the sliding wall that helps create multi-purpose areas.

Built-ins Add Convenience and Value

For the up-to-date kitchen there is a wide selection of new materials for gleaming work surfaces and for easy-to-clean floor and wall coverings that are a delight to the housewife. Wood may not be a new material, but the variety of handsome hardwoods now available in prefabricated cabinets is news, and most decorative too.

As a matter of fact, the volume of new and attractive materials that have been provided for improved home living very well could fill a book. But, then the men who designed the homes in this book and many progressive builders are well aware of their qualities. Also convenient built-ins have a great many advantages, one being that of cost saving since

they serve in many cases, as a substitute for expensive furniture which otherwise would have to be purchased as separate items.

No doubt you have noticed as you looked through the plans in this book, that these well-planned dwellings are provided with one or more of the built-in features offering added use and often serving a double purpose. Included in these layouts are: built-in horizontal type beds; built-in bedroom vanities; step-saving snack bar arrangements; cabinet planters used as room dividers; book shelves; and storage wall partitions set on casters so they may be utilized to close off one room from another when needs dictate.

Home Depends on Modern Equipment

Of course, in addition to the forementioned items, there is home equipment, principally the modern effort saving electric appliances, that should be taken into consideration. The up-to-date efficiency kitchen now can be filled with such things as eye-level oven, table-top range, automatic dishwasher, garbage disposer unit, electric ventilating fan, and refrigerator with combined or separate food freezer. Meanwhile, the laundry area can be outfitted with such labor-saving devices as automatic clothes washer, dryer and ironer.

Besides this list of appliances which of course constitutes most of the major items, and does not include the many smaller ones, it is becoming more and more commonplace for a well-equipped home to have air-conditioning, either for individual rooms, or a central unit for the entire house. New, improved automatic controls guarantee both heating and cooling comfort.

Speaking of electrical equipment, the constant addition of new and improved home appliances in recent years has placed a heavy drain on the house wiring, and for this reason it is extremely important that adequate electrical service be provided.

Plan Adequate Wiring for the Future

Only recently, the National Assn. of Home Builders adopted a new voluntary minimum standard for wiring to meet these added demands for power. The new standard set by this group is 100-ampere entrance service designed not only to meet present needs, but also to allow some leeway for unforeseen additional power demands which may develop in the future.

Last but certainly not least of those things to be considered is the basement area and its wonderful potential for finishing into usable space for many purposes. Anyone who overlooks its possibilities is bypassing the opportunity of virtually doubling the living area at a cost far below the equivalent amount of space at grade level.

Here again many of the plans throughout this book offer excellent ideas of how to make the most of the basement area. The warm, dry basement, made possible by modern construction methods, additional window areas and direct outside access, is the ideal place for that second living room and recreational area, plus the necessary work and storage sections as well.

COMPACT EFFICIENT RANCH PLAN

ARCHITECT'S NOTE: "Accent is on compact efficiency in this small ranch design. Hall space for a three-bedroom home is at an absolute minimum."

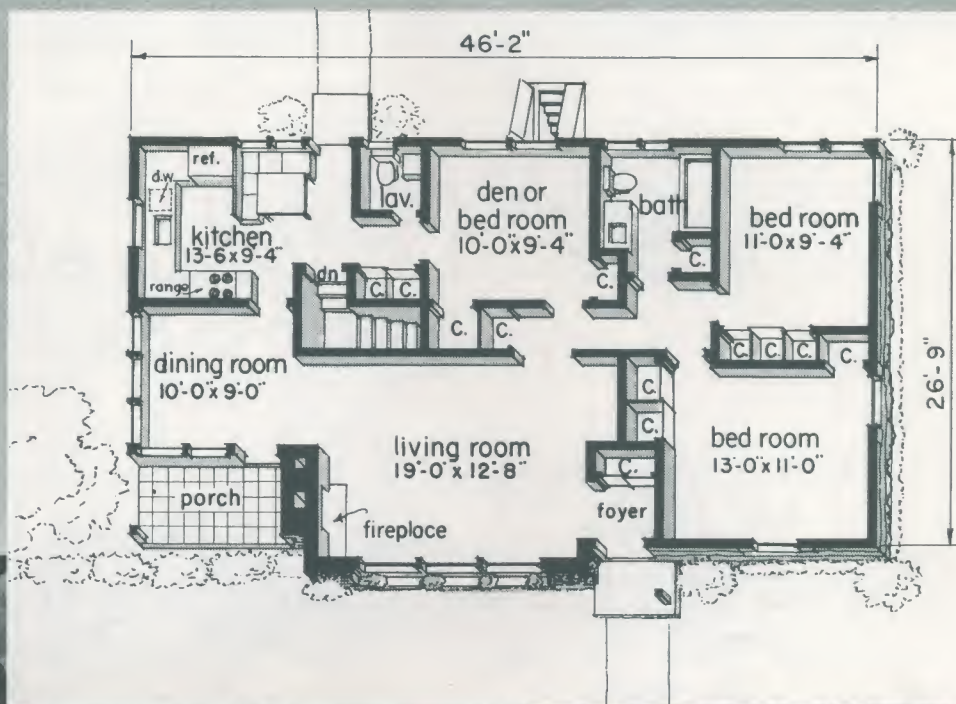
ONE CORNER of the picture-windowed front gable shelters the front entrance that leads into a small foyer with a large guest closet. Turning left toward the living room, the first sight that greets your eye is a large and cheerful fireplace; the second impression is of spaciousness; the over-all atmosphere of hospitality is further emphasized by a fine dining room, windowed on two sides and opening onto a sheltered porch. The kitchen offers fine efficiency in a U-arrangement, with a good-sized breakfast spot handy for serving but out of the way of cooking operations. The rear lavatory is well-located.

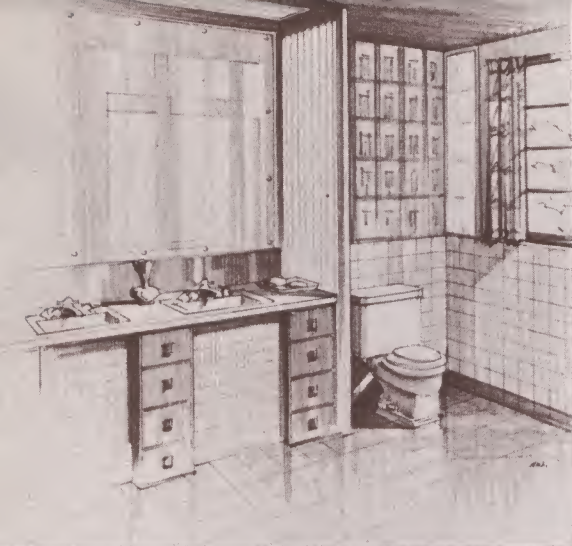
PLAN NO.

HM-316

SIZE: Sq. Ft.
House 1135
Porch 77

SIZE: Cu. Ft.
22,720 incl. Porch



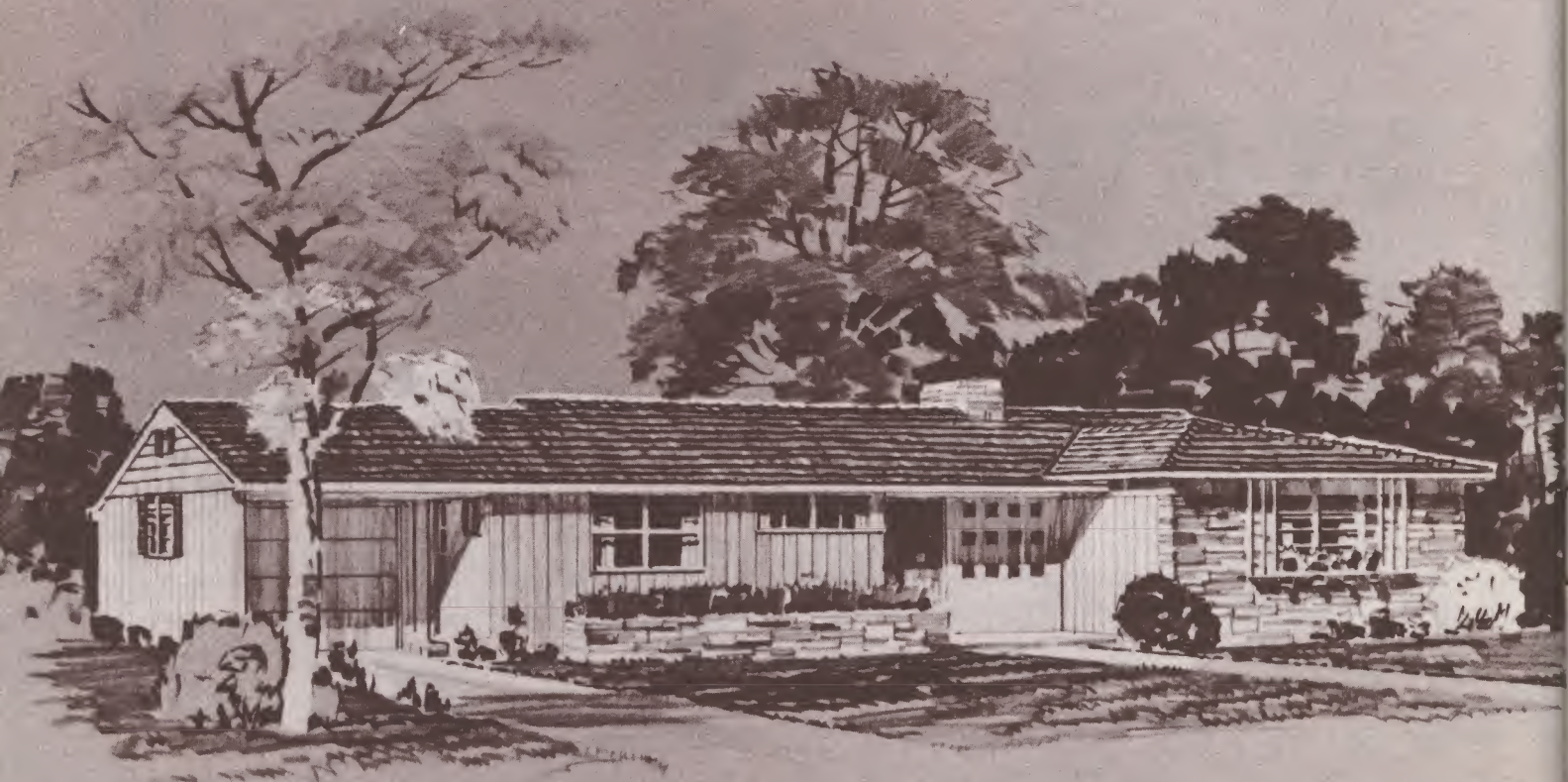


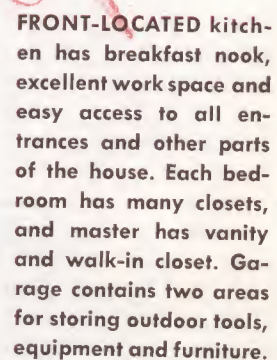
ARCHITECT'S NOTE: "Built to fit the way families live today, contemporary in styling and in a plan that places living areas around a private porch and garden at the rear."

SHELTERED PORCH and enclosed garden at the rear, sketched on opposite page, will be the most lived-in part of the home most of the year. Porch and garden are visible through broad expanses of windows and easily accessible from all parts of the house, offering a constant invitation to wander out and relax—even at the cost of neglecting necessary work—and will help make every kind of entertaining a carefree joy for the host.

STREET SIDE of the home, shown in drawing below, presents a warm welcome with its clean, modern lines and interesting architectural details. Interior plan provides exceptionally good circulation: entrance foyer leads directly to living room, kitchen or bedroom wing; from the garage, the family can enter the kitchen or cut across the rear porch to living room or bedrooms. Bathrooms are located for greatest convenience, with lavatory handy to kitchen, basement and garage; one bath serves master bedroom and outdoor living area; the other has double lavatory and built-in storage (sketched above).

Modern in Style and Plan, Built



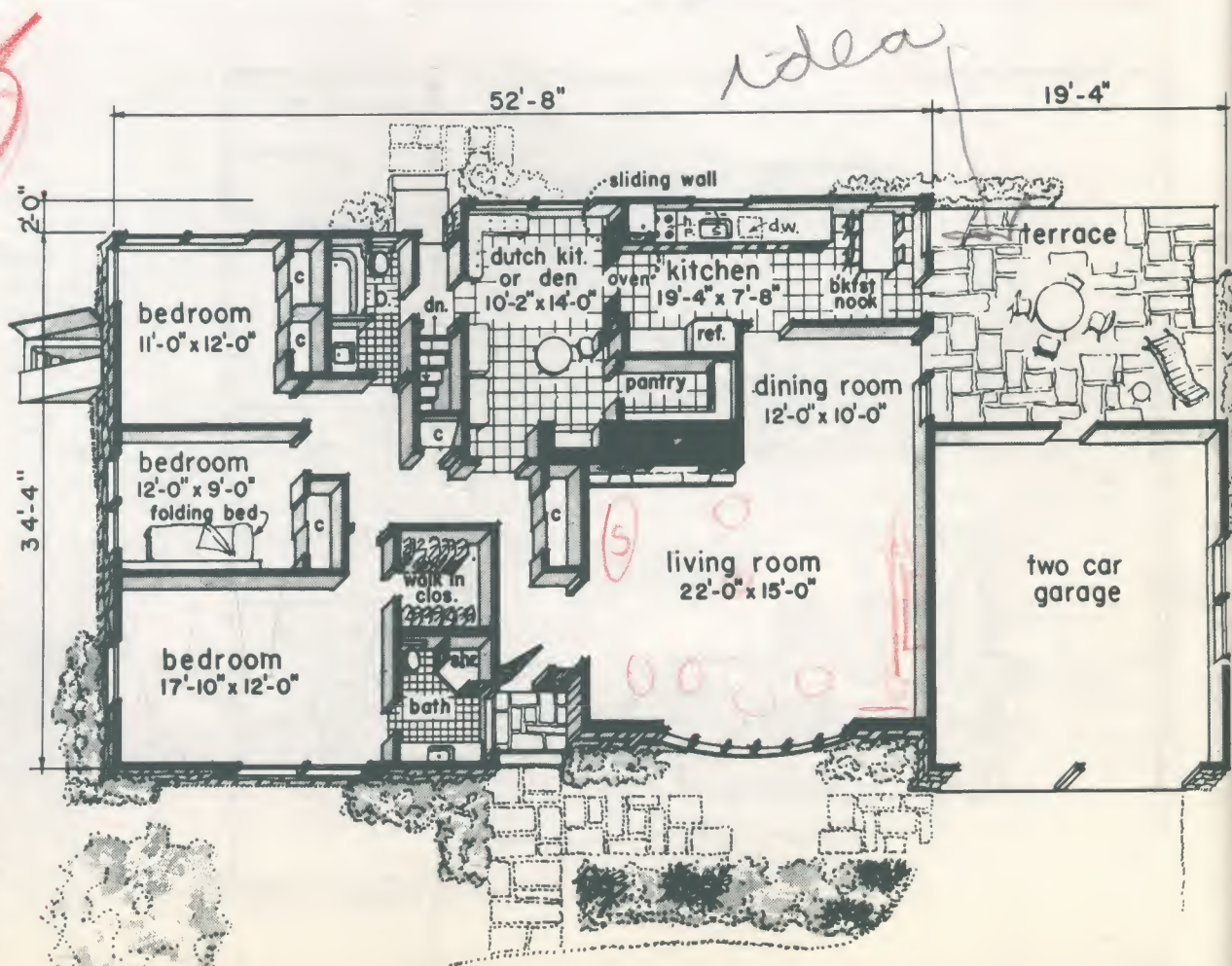


SIZE: Cu. Ft.
House 30,510 incl. Porches
Excl. Garage

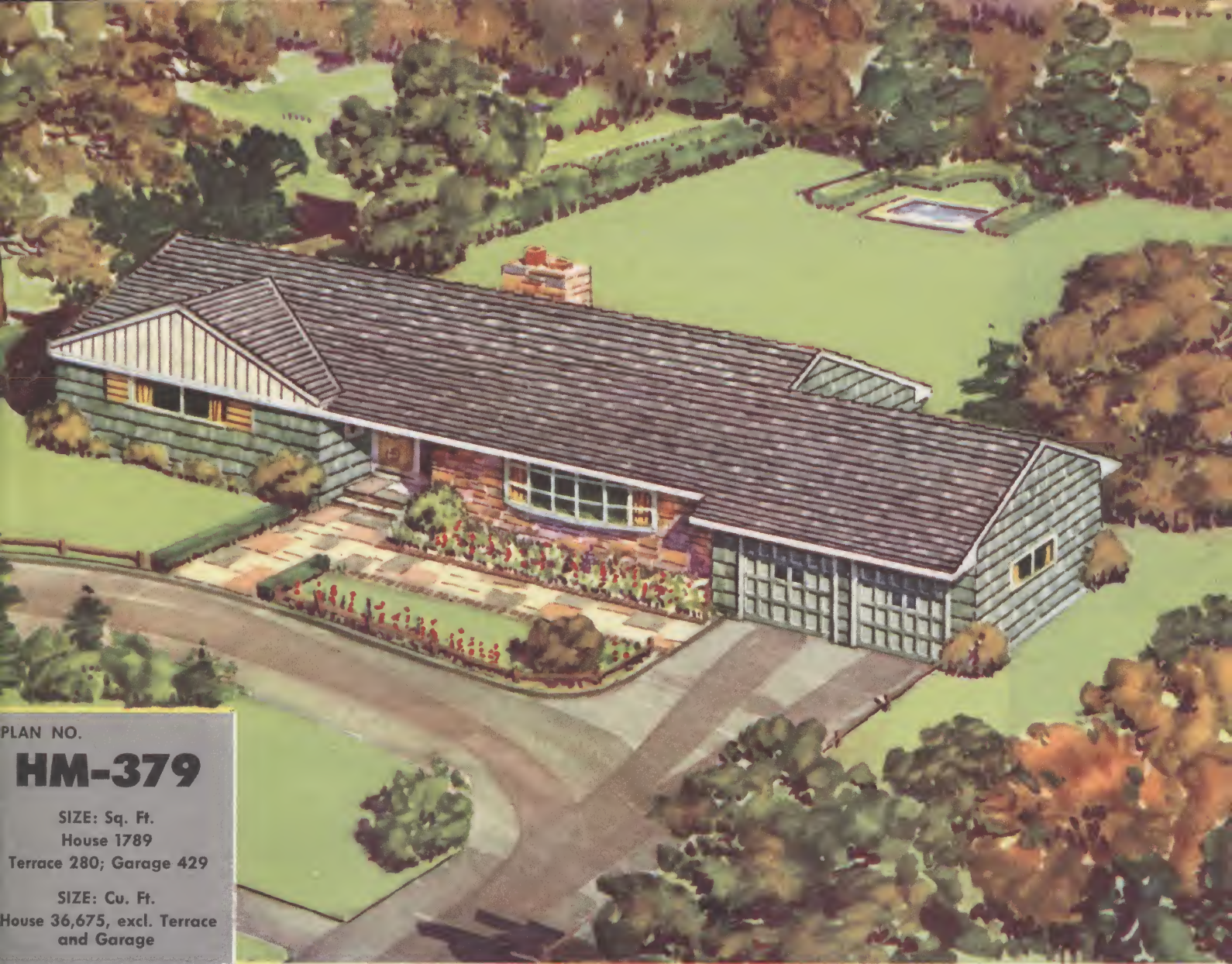


GRACIOUS LIVING and thoughtful planning are reflected throughout this home, from its graceful, long exterior lines to the old-fashioned Dutch kitchen that revives the intimate family gatherings of days gone by but contains every modern convenience. The spacious living room has the warm charm of a large, natural stone fireplace with a raised hearth, and a beautiful bow window. The working part of the kitchen is streamlined for efficiency; at the right is the breakfast nook and the doorway that makes it easy to serve meals on the terrace; to the left is the big Dutch kitchen, and the walk-in pantry that opens off it. Photographs at left show (top) the fireplace end of the living room, and (bottom) the Dutch kitchen with its fireplace, the sliding doors at left that separate it from the food preparation area, and the easy access from kitchen to front door, which can be seen in right background.

Hospitality Begins at Home for Family and Friends



MASTER bedroom has its own private bath and walk-in closet; compartmented bath serves other bedrooms and is handy to rear entrance and work area. Generous storage is furnished all through the house; note especially the size of the guest closet off the front entryway.



COLORFUL photograph at right displays the distinguished front entry, the rich-looking stone exterior, and the large living room window. Above, artist's rendering, expertly color-styled, reveals the impressive appearance of this residence.

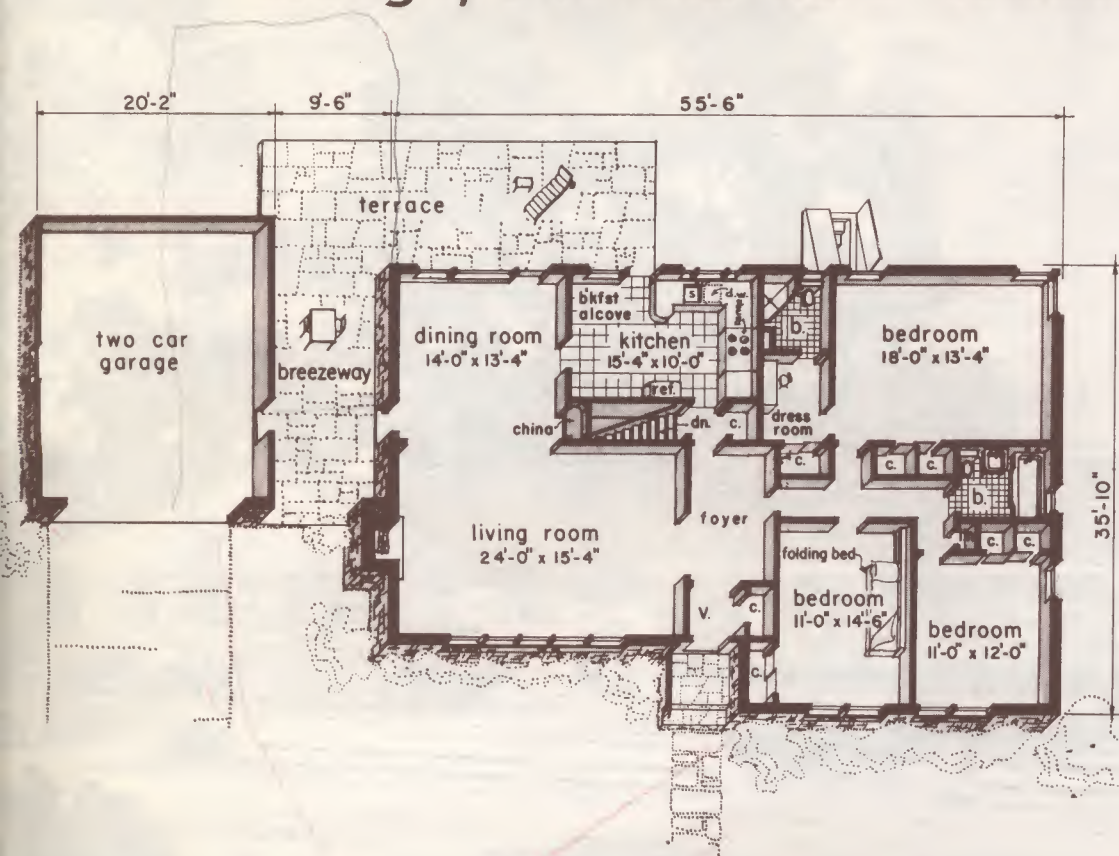
IMPRESSIVE AND dignified, the over-all size of this one-floor home is the result of simple addition of generously-sized rooms. Large, formal living room leads into an ample dining room at the rear, both rooms well-windowed. Central foyer simplifies circulation. Master bedroom has its own dressing room and bath; second bath serves two bedrooms. Kitchen is large and efficient;-breakfast alcove overlooks terrace.



SIMILAR IN SIZE BUT



Large, Formal and Traditional



PLAN NO.

HM-380

SIZE: Sq. Ft.
House 1831
Breezeway 180; Garage 464

SIZE: Cu. Ft.
House 36,620, excl.
Breezeway and Garage

OUTDOOR living follows an L-shaped pattern, with sheltered porch under breezeway at the side, open terrace for sun at the rear. Both of them promise many pleasant hours ahead.

CASUAL AND CONTEMPORARY

OVER-ALL SIZE design of this home is approximately the same as the other house shown on this page, but style and interior plan are vastly different. This home also has an entrance foyer and an L-shaped living dining area, but these are much more open in this plan than

in the traditional home. This contemporary plan includes four bedrooms, gives the kitchen a walk-in pantry as well as a breakfast nook, and includes built-in vanities in two bedrooms, special storage area for trunks and the like, and two baths, one with double lavatory.

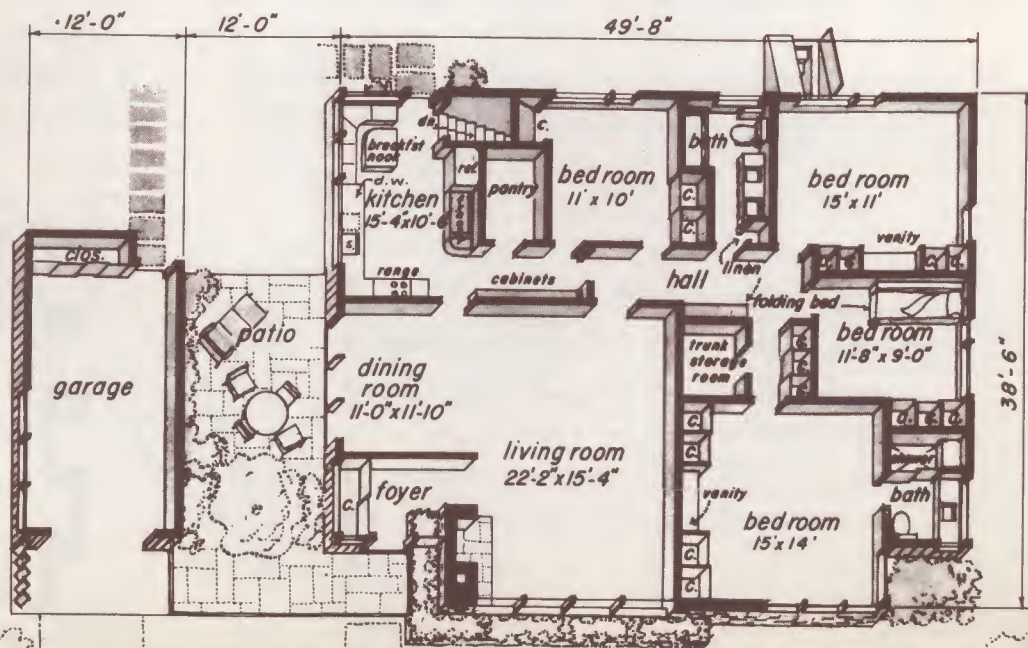
PLAN NO.

HM-336

SIZE: Sq. Ft.
House 1857
Patio 174; Garage 271

SIZE: Cu. Ft.
House 34,355, excl.
Patio & Garage

IN PLACE OF conventional breezeway, architect designed a patio between house and garage. This is included within roof frame, but not roofed over, leaving open rafters to form an interesting pattern of sun and shade outdoors.





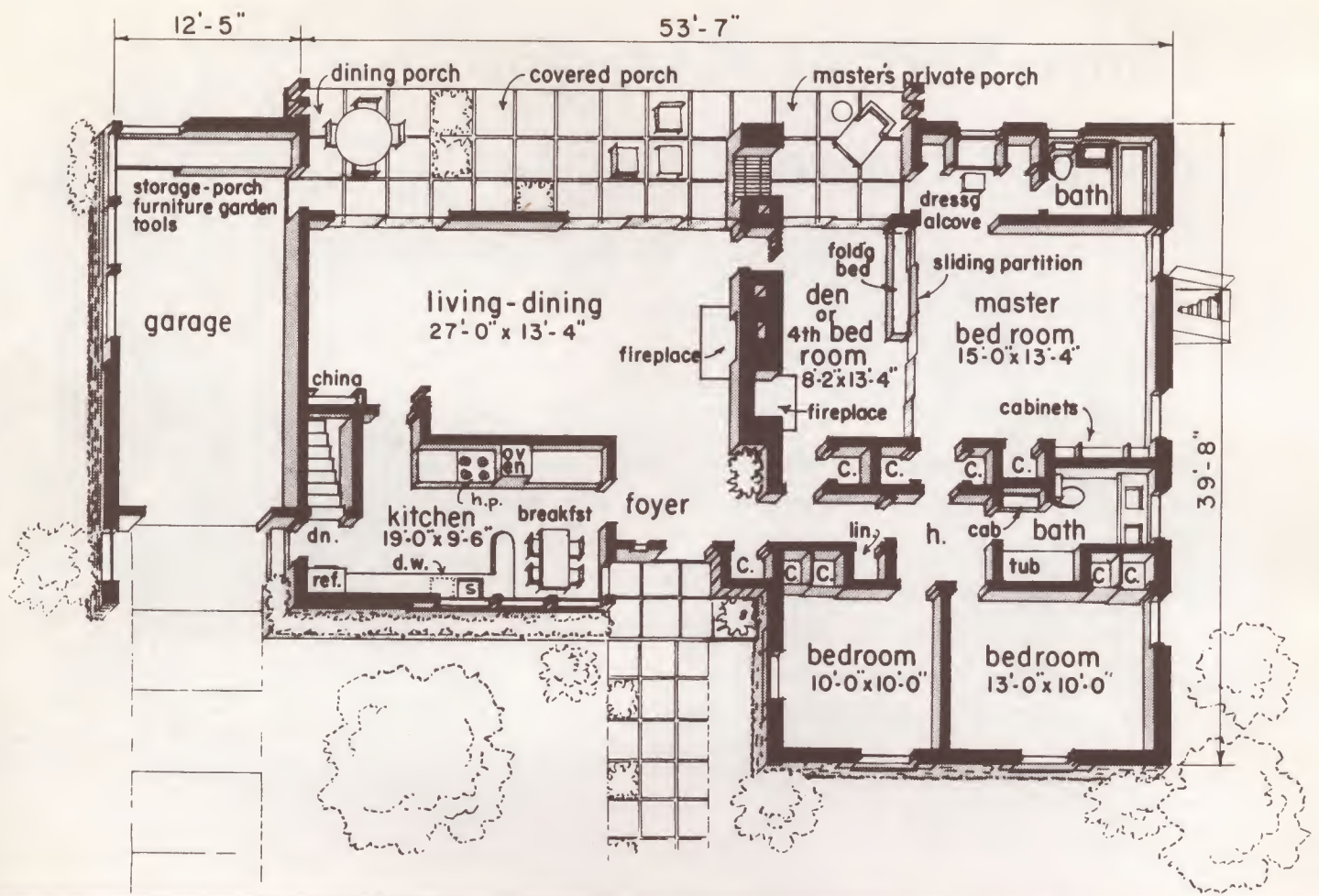
This One Has Almost Everything

ARCHITECT'S NOTE: "A deluxe ranch home that includes just about everything anyone could want for better and easier living, with emphasis on the indoor-outdoor concept."

DELIGHTFUL covered rear porch for outdoor living is divided into sections for dining, entertaining, and master's private porch for restful lounging, each adjoining its respective interior counterpart. A masterpiece of fine planning is a versatile room that at the drop of a hat can be a fourth bedroom, a den, a second living room, an enlargement of the main living room, or an addition to the master bedroom, converting it into a luxurious suite complete even to a charming fireplace. Porch has a 2-way fireplace.

EXPERTLY ARRANGED furniture layout, shown in drawing at right, illustrates how well the "extra room" merges into the master bedroom to provide ultra-luxurious quarters for sleeping, for a few hours of quiet reading, or just relaxing. Artist's sketch on facing page offers an alternate of this splendid arrangement with a desk in the foreground instead of a chair.





PERFECTION in modern planning describes this home to a T. Areas for active living and for quiet and privacy for sleeping are clearly separated. Kitchen is attractive, efficient and handily located. Provisions for indoor-outdoor living are outstanding. Use of sliding glass doors between living areas and covered porch is particularly appropriate, while sliding partitions between the den or fourth bedroom and the master room contribute greatly to its versatility of use. Baths and storage are well worth noting.

PLAN NO.

HM-432

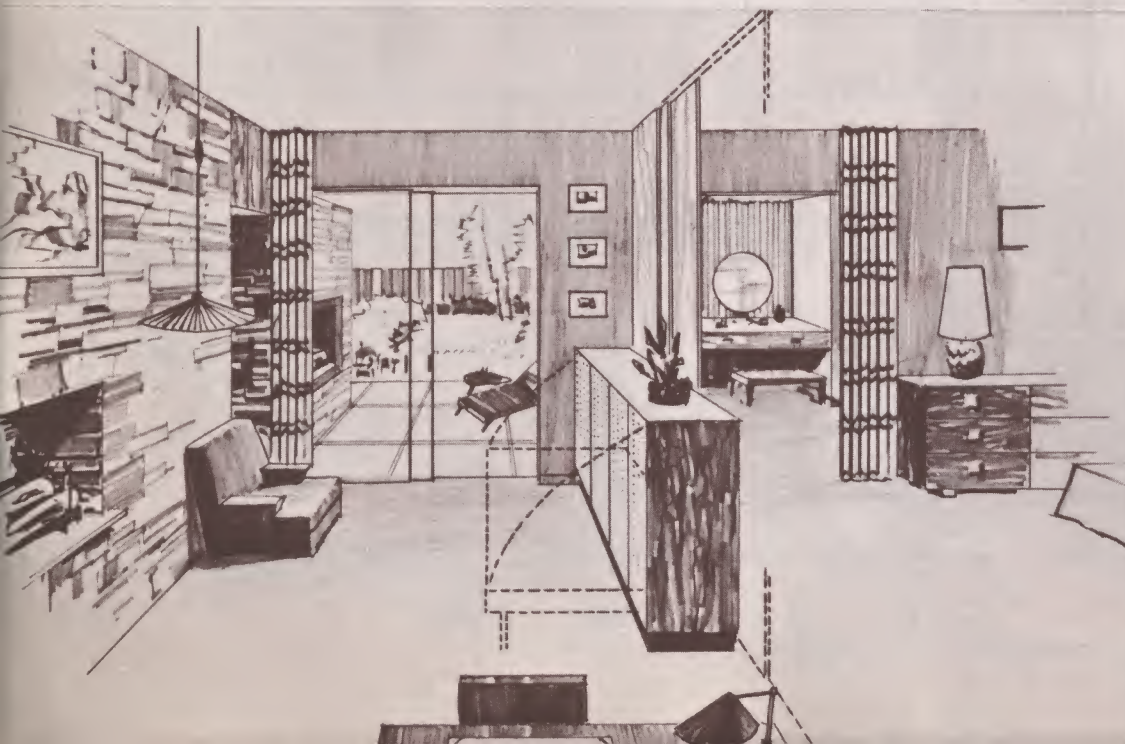
SIZE: Sq. Ft.

House 1608

Porch 296; Garage 310

SIZE: Cu. Ft.

House 35,460 incl. Garage

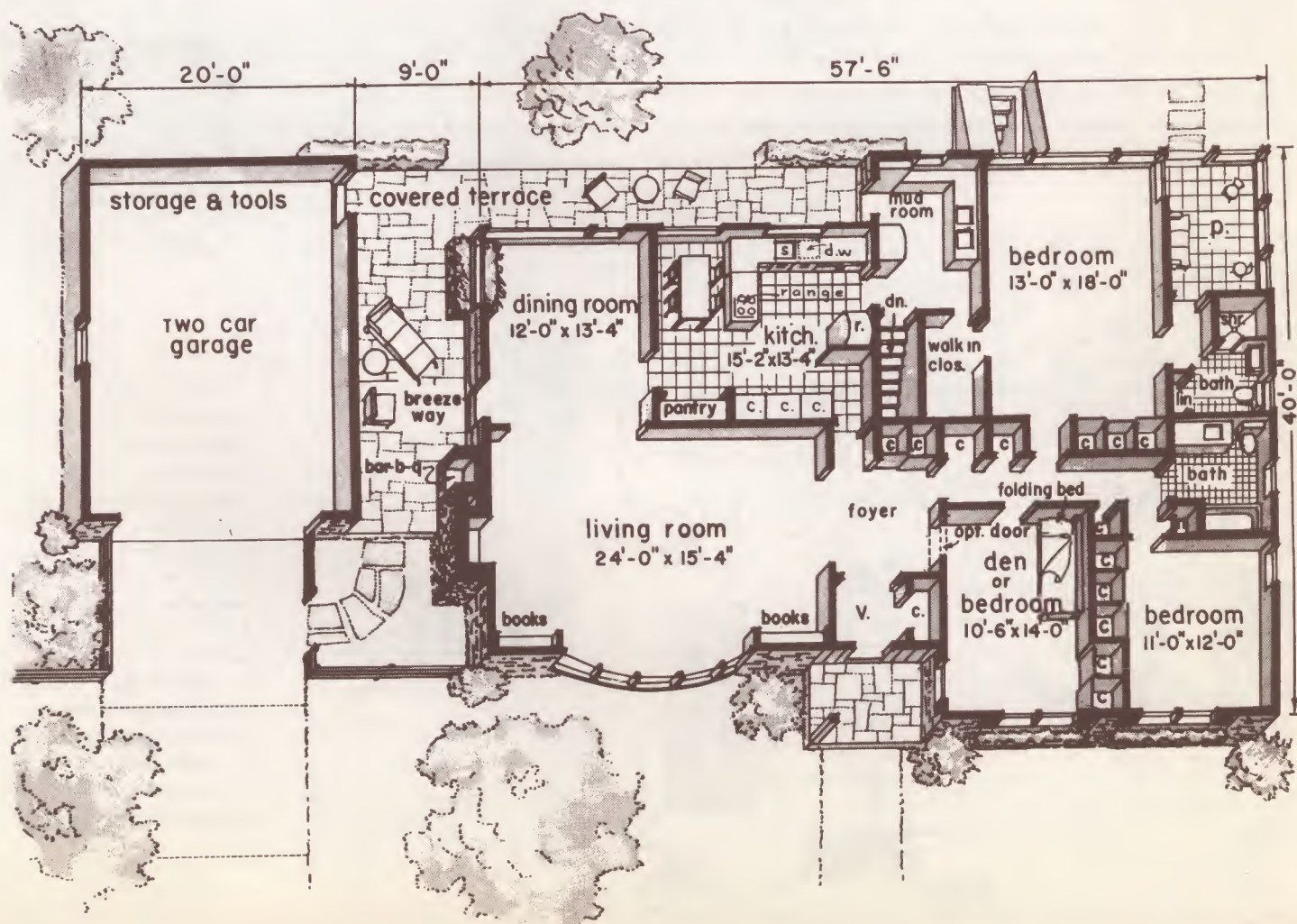


AT LEFT, the artist has sketched the outstanding many-purpose room of this home. Handsome stone fireplace wall and sliding glass doors overlooking porch and barbecue enhance its appearance for every use. Folding bed in cabinet converts this area into an ideal guest room; sliding partitions can make it a part of master bedroom at right. Built-in vanity in dressing alcove is shown in the background.

Large Formal Plan with Many Covered Porches

ARCHITECT'S NOTE: "A sedately home styled but contemporary in convenience, spacious and complete."

INDOORS or outdoors, this design provides the many extras everyone wants today. Breezeway between garage and house, covered terrace across the rear, and an enclosed porch off the master bedroom cover all outdoor living needs. Big living room is graced by a fireplace and huge bow window with bookshelves built-in on both sides. The well-planned kitchen boasts a broad expanse of gleaming work space, a large pantry, and a handy breakfast area; circulation is excellent.





PLAN NO.

HM-293

SIZE: Sq. Ft.

House 1921

Porch and Breezeway 263

Garage 500

SIZE: Cu. Ft.

House 39,960, excl.
Breezeway and Garage

THIS IS A THREE bedroom plan with eight closets divided nearly evenly since one bedroom can also be used as a den and will require less closet space. The master bedroom which is large and has a window wall running around the corner, has its own luxury bath and a private, enclosed porch. So, if the older folks want, they can flee youthful gatherings elsewhere in the home. The big bath is handy to the other bedrooms and may be used by guests going through the short hall. An excellent feature of this plan is the multi-purpose mud room with lavatory at the rear which guarantees that this fine home will remain clean even during the most dismal weather.

THE SKETCH at right looks from the terrace into the corner window of the dining room and through a part of the breezeway. Careful study of the plan at left will indicate how a fine kitchen, many extra closets and useful built-ins have been thoughtfully included.





The Way to a Better-Planned Home

THE HOUSE you build will be no better than the blueprints from which it is built. That statement may sound trite, but did you ever stop to think of how many important ingredients go into a good set of plans?

First, the house must look right and be set properly on its site; it must have style not only from the front but on all sides. Important details must lend charm—windows properly placed and proportioned, roof lines pleasing, materials interestingly used.

Inside there must be complete livability consistent with size and price. The home should be packed with items that add convenience; space should serve more than a single purpose, such as in multi-use rooms, porches, basements and other areas.

Since there is no such thing as a cheap house, your problem is how to get the most value for your money. The photos on these two pages will give you an idea of a few of the people and facilities that have contributed to the plans and to our plan books. Tens of thousands of homes have been built from the designs produced and, because they were properly engineered, you will benefit from construction economies. Careful figuring and detailing allow stock sizes of material to be used, eliminating much cutting waste. Equipment is located for piping and wiring economies. Stock millwork items mean savings on special features and built-ins.

Of course any purchased plan may contain a few items that you would like to change to suit your

needs or tastes. You may want a small addition to a porch, a partition moved slightly or a room enlarged; you might need a larger or smaller garage or want a partial basement. Your local builder or architect can arrange to do it and still maintain the overall fine design and economy planning.

Plan Package Answers Your Questions

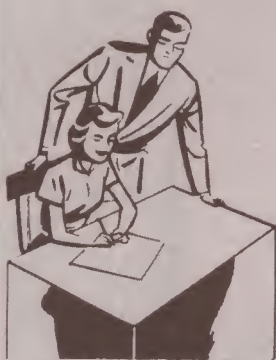
Also you might wish to substitute a different exterior material—most areas have certain favorites such as brick, stone, wood siding, shingles, etc. You will find in the 9-Part Plan Package, described on the inside back cover, that Item 5 covers such adjustment details. In fact, this package was designed to answer your questions on most everything that will come up as you proceed with your home, including step-by-step instruction on what to do after you receive your blueprints. Use one of the two coupons when you order the blueprints for one of these Better-Planned Homes.

If you were not able to find in this book the size or room arrangement you were looking for, HOMEMASTER has three other plan books available—first and third editions of "Town and Country Homes to Fit Your Budget;" and "53 Economy House Plans for 1953." These three books together contain 120 homes, 204 pages and over 450 illustrations. Any two will be mailed postpaid for \$1.00, or singly at 60c a copy from HomeMaster Publications, Inc., 90-04 161st St., Jamaica 32, Long Island, New York.



PHOTOS ON THESE TWO PAGES SHOW—
Top, left: Building that houses New York headquarters of Home-Master Publications. From various sketches home designs are carefully studied for final changes to incorporate most wanted features. Next, draftsmen convert designs into drawings that will build into economical homes.

Your HELP, Please!



1. How long have you had this book before sending this blueprint order? _____
2. How did you get the copy from which this coupon was clipped? _____
3. What features of this book did you find most helpful in selecting your plan? _____
4. How might it have been changed to be more useful to you? _____
5. What do you like best about the plan you have selected? _____

(Order Plans on other side)

Our THANKS—with the information you have given us here, we can do a better job.

TOP ROW ABOVE—
Left: Conference on designs to select for publication those with top appeal. Right, one of the color presses on which plan books like this one are printed. Bottom, orders for books and blueprints are speedily filled and mailed.

Your HELP, Please!



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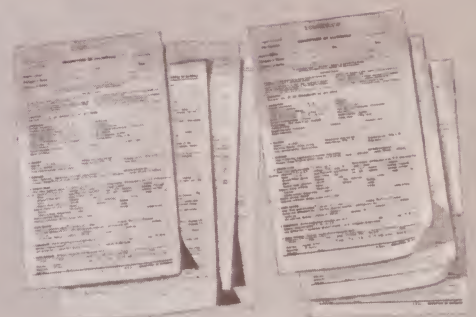
(Order Plans on other side)

WHAT YOU GET WHEN

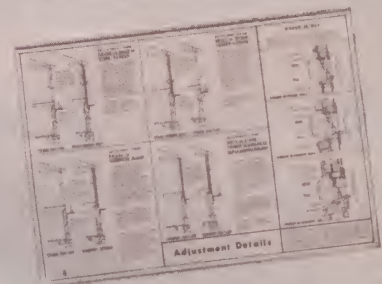
NOW THAT you have gone through this book quite carefully and have selected one of the designs as your future home you are ready to start on your thrilling adventure of home ownership. It is a big step—one of the most important financially that you may ever make. We have done all we can think of to assure your success.

When you order blueprints on one of the coupons below, you will receive a carefully planned, complete package—not merely the usual “plans and specs”. This 9-part building program, described in detail and photographed opposite at the right, covers all the material needed to follow through on the construction of your home, from getting an accurate cost estimate, through the actual building, to taking care of your home after completion. Depending on the size of the house, you will receive between 80 and 100 sheets and pages of material—every bit of it planned to help you get the best home value possible with the least trouble.

Because we do a large volume of business, it is possible to offer this complete home building program for \$35. It is new and to the best of our knowledge the only one of its kind. Upon receipt of your check or money order, we will rush it to you so that it will be in your hands in just a few days. For even faster service it will be air-mailed at an extra \$1.00 charge; or if more convenient we will send it special delivery C.O.D., also for \$1.00 extra.



2. Four Sets of Description of Materials
—(A) Establishes all the detail items that will go into the construction of your home; (B) Supplement the blueprints to make contract signing possible with your builder; (C) Are part of the exhibit for the F. H. A. if you are insuring the loan on your home.



5. Adjustment Details—Pictorially show how you can change the house from frame to brick or stone veneer or to solid masonry construction. This may be necessary because of availability or shortage of materials or it may be your preference.

HOMEMASTER Publications, Inc. Dept. AN
90-04 161st Street, Jamaica 32, L. I., N. Y.

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Also send me _____ additional sets.

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(\$35 for four sets; \$5 for each additional set of blueprints, plus specifications)

☐ Check or Money Order enclosed.

☐ Send Special Delivery, C.O.D. (postage \$1 extra).

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(See other side before mailing)

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you're through
with it.

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(\$35 for four sets; \$5 for each additional set of blueprints, plus specifications)

☐ Check or Money Order enclosed.

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COUPON No. 1

Mail Coupon Now!

For Airmail service add \$1
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City and Zone _____

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YOU ORDER

Blueprints



1. Four Complete Sets of Blueprints (Working Drawings) Will Enable You to—(A) Estimate how much your house will cost to build (through your local contractor; (B) Secure construction loan for building (through local bank); (C) Secure building permit (through local building department); (D) Build your home (detailed instructions to contractors).

3. One Lumber and Mill List—(A) Makes building cost estimating possible; (B) Provides lumber company with complete and detailed list for construction.

4. 50 Construction Illustrations—(A) Show by drawings how every part of the house goes together; (B) Takes guesswork out of framing problems for those who may be building the home themselves.

6. Step by Step Instructions—(A) Outline all the things to do after you receive the plans; (B) Point out pitfalls to look out for; (C) Will get your home built more quickly.

9. How to Take Care of Your Home—(A) Gives you the often forgotten list of items to make living in your new home a pleasure by advising what to expect and what is expected of you; (B) Gives a list of simple tools that will keep maintenance costs to a minimum; (C) Explains how hundreds of different materials have been "wed" into a house and helps you appreciate the skills and planning of which it is a product . . . however YOU are the one who will make this new house a home.

7. Construction Schedule—(A) Allows you to follow construction progress of your home; (B) Itemizes building materials and indicates when they should be ordered; (C) Prevents disorganization on the job and loss of time and money; (D) Shows each step of construction from the start to the finish of building your new home.

8. Estimating Breakdown (2 Parts) —(A) Gives you a form on which actual construction estimates can be written; (B) Shows item by item comparison of two different contractor's estimates (you make your choice from these figures); (C) Shows each operation that goes into producing your home; (D) Gives you close control of costs by simple accumulative figure column. You can also watch contract and actual cost figures ("Extras" added can then be sensibly considered).

EACH SET of Working Drawing Blueprints contains from 7 to 10 sheets which show . . . (A) Artists illustration and plot plan diagram; (B) Foundation Plan; (C) First Floor Plan; (D) Second Floor Plan, if any; (E) (F) (G) (H) Elevations, plus details.

If you have already looked through this copy of the new **HOMEMASTER**, you very likely were impressed by the prize-winning quality of these home designs—the many desired features in the plans; the practical use of space and built-in features to give greater livability and economy

LOW-PITCHED roofs, brick work and the horizontal emphasis of the window treatment give this little home a much wider appearance than the 49 feet it occupies. If you are looking for comfort with maximum building economy, study this plan closely.

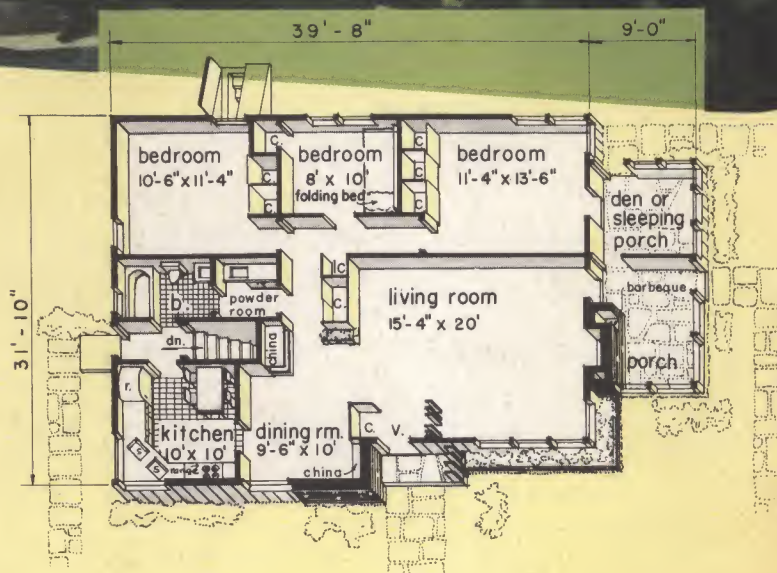
HOMEMASTER Plus-Value Design

PICTURED ABOVE in realistic full color, this home may be just the one you are looking for. Its friendly appearance and quiet, modern charm outside are matched by sensible planning that offers open spaciousness inside. Connecting hall provides good circulation, yet keeps the living, sleeping and service functions well separated. The side porch adds an extra pleasant center for work or play.

The bath and powder room are placed side by side for economy but are handy to all parts of the house including the service entrance and basement. Add to all this the nine closets, a china cabinet, inside planting box, fireplace and a convenient kitchen with breakfast space and you have a plan that really spells *HOME* for the modest budget.

As in some of the other plans shown

in this book, no garage is shown. Depending on your lot size, shape and location, one can be built to the rear, facing the side street on a corner or added to the left side and connected to the house with a short breezeway. For blueprints, see other side of this cover.



PLAN NO.

HM-294

SIZE: Sq. Ft.
House 1187
Porches 180

SIZE: Cu. Ft.
House 25,307 incl. Porches

If you have already looked through this copy of the new **HOMEMASTER**, you very likely were impressed by the prize-winning quality of these home designs—the many desired features in the plans: the practical use of space

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Jim Draeger

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